

LAUREN ELYSE MATISON

Green Travel Expert • Writer • Editor • Manager • Creative Thinker • Entrepreneur

EDITORIAL EXPERIENCE

OFFMETROPOLIS LLC, CO-FOUNDER/EDITOR-IN-CHIEF NEW YORK AUG 2007 – PRESENT

- Created an online media company that is headlined by offManhattan.com, a travel site featuring car-free getaways from Manhattan
- oM attracts over 50,000 visitors a month and has been featured in the New York Times, Huffington Post, NBC, Gotham, Mediabistro, Thrillist, and many other popular media outlets
- Manage more than a dozen staff members, advertising consultants, writers, and interns
- Developed a profitable business via direct sales of banner ads and advertorials
- Conduct interviews with A-list celebrities, prominent media figures, and business owners
- Facilitate ideas, travel (domestic and abroad), research, write

FREELANCE WORK

GRIST.ORG, WRITER NEW YORK JULY 2011 – PRESENT

- Six Surprisingly Car-Free Cities to Visit in the U.S. <http://bit.ly/nWhf1f>

COSMOPOLITAN MAGAZINE, LIFESTYLE BLOGGER NEW YORK MAY 2011 – PRESENT

- offManhattan.com was selected as one of Cosmo's top 10 blogs in the country.

HUFFINGTON POST, BLOGGER NEW YORK MAR 2010 – PRESENT

- Write for several sections, including Travel, Green, NY, and Entertainment
- HuffPo featured several stories, which received considerable buzz in the social mediasphere.
 - Eco Escapes: 10 Hotels Around the World Plant Trees For Guests <http://huff.to/dBkCv0>
 - Vive le Vélo! America Needs A Bike Ambassador, and a French Lesson <http://huff.to/c9XQjE>
 - Seeing the World Through Green-Colored Glasses: My Interview with Ed Begley Jr. <http://huff.to/aoadZF>
 - 7 Easy Ways to Green Your Wedding <http://huff.to/9JR9oC>
 - 6 Green Ways to Celebrate DC's Cherry Blossom Festival <http://huff.to/dmGAik>

NBC UNIVERSAL, TRAVEL GUIDE DEC 2008 – PRESENT

- Create travel content and appear on camera for Today in New York, New York Nonstop Channel, NBC.com
- Filmed an off-the-beaten-path segment in Brooklyn <http://bit.ly/fl0jCj>
- Filmed a weekend getaway segment on Cold Spring, NY <http://bit.ly/pHOvSq>

PETERGREENBERG.COM, WRITER DEC 2008 – PRESENT

- Produce cultural/travel feature pieces for the CBS Travel Editor's website

FAMILY.COM, DISNEY, WRITER NEW YORK, SEP 2008 – OCT 2009

- Wrote 5-10 "Bites" per month on eco-friendly products, services, venues, and people for daily e-newsletter

BIZBASH MEDIA / MAGAZINE, STAFF REPORTER NEW YORK JUL 2007 – APR 2009

- Reported on special events and interviewed dozens of A-list celebrities in New York (including UN charity events, Travel + Leisure's "World's Best Awards" and Fashion Week at Bryant Park)
- Conducted 5-10 interviews monthly for columns: "My Favorite Vendors" "Who's Doing What"
- Fact-checked, copy edited, researched and wrote for the magazines in NY, LA, Chicago, Toronto, and D.C.
- Field reporting from other cities for the annual National Venue Guide issue
- Pitched and facilitated ideas, wrote breaking news stories, covered 2008 election, maintained online database of resources

ADDITIONAL LEADERSHIP EXPERIENCE

FEED YOUR SOUL, FOUNDER 2010

- Launched a charity event with 10 eco-friendly NYC restaurants, contributing a percentage of their gross sales
- Raised over \$4000 to feed 19,000 hungry New Yorkers for the Food Bank For NY

PADDLE FOR OUR PLANET, CO-FOUNDER 2010

- Organized an annual kayaking fundraising event on the Hudson River
- Helped raise \$5000 for the National Wildlife Federation's Gulf Oil Spill Restoration Fund

EDITORIAL INTERNSHIPS

CONDE NAST – PARADE MAGAZINE, INTERN NEW YORK MAR – MAY 2007

- Assistant to the Executive Editor and Managing Editor
- Drafted permission letters, contracts, and manuscript pass letters
- Copy edited, researched and contributed ideas for magazine articles, and wrote for "Parade Picks" column

HEARST CORP – DIVERSION MAGAZINE NEW YORK, INTERN, MAY-SEP 2006

- Fact-checked, wrote travel clips for the monthly magazine, and oversaw research for the annual city guide issue
- Researched photos for separate travel brochure in Neurology Meeting Issue
- Hired as Freelance Editor – New York

LOS ANGELES MAGAZINE, INTERN LOS ANGELES, MAY - AUG 2004

- Edited, proofread, transcribed, researched, fact-checked articles, wrote small clips for "Best of LA" issue

EDUCATION

CONNECTICUT COLLEGE, NEW LONDON, CT 2002 – 2006

Bachelor of Arts in English, concentration in Creative Writing, GPA in Major: 3.7

Minor: Government, concentration in International Relations

Study Abroad: Journalism & International Politics, University of London, Fall 2004

CONFLUENCE MAGAZINE, EDITOR-IN-CHIEF/FOUNDER 2005–2006

- Created a new comprehensive 75 page, four-color, student-run travel, political and literary magazine
- Initiated idea, successfully presented proposal to president and college board
- Raised \$10,000 to fund an additional printing run

SKILLS

- Computer: Proficient in both Macintosh and Windows environments
- Software: Microsoft Office (Word, Excel, PowerPoint, Outlook), Search Engine Optimization (SEO), WordPress, and Adobe Photoshop
- Language: Proficient in French

ORGANIZATIONS

Online News Association, Sierra Club, World Wildlife Fund, Nature Conservancy, Women in Business Network

INTERESTS

Travel, photography, cycling, sustainability.