

MIA LARDIERE

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EXPERIENCE

Emerging Platforms Director

Cosmopolitan (Hearst) / 2020-present

- Directs a small team and partners with video, talent, and marketing teams to execute 15-20 TikTok videos per week for *Cosmopolitan's* [channel](#), covering breaking pop culture news, lifestyle hacks, PSAs about topical subjects like reproductive rights, product reviews, and more
- Oversees content and strategy for *Cosmopolitan* and *Seventeen's* remaining Snapchat channels by way of diligent data analysis and reporting
- Oversees outbound and inbound community management
- Assists marketing and sales in fine-tuning client pitches
- Pitches and leads buzzy special projects, including panels, a [podcast](#), and live-stream events, and identifies collaboration opportunities with external platforms and brands

Snapchat Editor

Cosmopolitan (Hearst) / 2018-2020

- Led content strategy for *Cosmopolitan* Snapchat Publisher Story, growing readership to 15 million subscribers amid platform pivots and novel product offerings
- Launched new “show channels” to diversify our user base via social-first video franchises
- Kickstarted our TikTok account; earned placement in the platform’s first content partnership
- Collaborated with sales, marketing, and clients to fine-tune and execute branded campaigns

Associate Snapchat Editor

Cosmopolitan (Hearst) / 2017-2018

- Curated *Cosmopolitan's* Snapchat Discover channel’s content calendar, selecting and writing headlines for 105 stories and shareable graphics weekly
- Pitched and wrote platform-native stories, driving 4-5 million views and 100K+ shares each

Multimedia Content Producer

Celebuzz / 2016-2017

Developed and produced a weekly podcast and recurring Facebook Live segments while continuing previous editorial duties below.

Associate Editor

Celebuzz / 2015-2016

Produced 5-7 daily stories on breaking pop culture news, drafted copy for social media posts, and conducted celebrity interviews.

EDUCATION

Bachelor of Arts

Sarah Lawrence College / 2014
Liberal Arts, Screenwriting & Film

TECHNICAL SKILLS

Adobe Premiere Pro, Adobe Photoshop
Dash Hudson
Google Analytics, Parse.ly
MediaOS and Various Social Platform Interfaces
Asana, Figma, Notion