

# LAUREN SCHECHTMAN

COPYWRITER



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## EDUCATION

COPYWRITING  
Chicago Portfolio School  
2017-2018

COMMUNICATION  
ENGLISH  
Denison University  
2013-2017

## SKILLS

Microsoft Office Suite

Social Media

Photoshop

Illustrator

Writing

## EXTRA

Denison Women's Tennis

Lambda Pi Eta  
*Communication Honors*

## PROFESSIONAL EXPERIENCE

FREELANCE COPYWRITER  
Chicago, IL | Sept 2019-Present

- Clients: Cloud 9 Grip Tape, Kor Water, Fuctional Medicine Coaching Academy
- Currently working with Cloud 9 Grip Tape on revamping all website copy in addition to assisting with branding and social media (Instagram)

COPYWRITING INTERN  
Cramer-Krasselt, Chicago, IL | Jun -Aug 2019

- Live read radio, activations, social content, concepting
- Brands: Cedar Fair, Marzetti, Flagstar Bank, and Pepsi Co.
- Worked on CK Create project and partnered with City Winery for a stunt. Created social channels for campaign and case study video

WRITER & PR BOARD MEMBER  
A Safe Place, Chicago, IL | 2016 - 2019

- Wrote pitch letters to businesses for contributions
- Worked with local media outlets to generate newspaper coverage for Wine, Women and Shoes event
- Worked with PR board to plan social media strategy and content prior to events

CONTENT COORDINATOR  
Luxury Living Chicago, Chicago, IL | 2017-2018

- Wrote web copy for the main website and neighborhood pages
- Created original blog content about Chicago neighborhoods and events
- Created social media campaigns for buildings to engage potential renters
- Worked with marketing team to brand buildings including social media and naming the buildings.

CONTENT INTERN  
Luxury Living Chicago, Chicago, IL | 2016

- Contributed blog content about neighborhood events
- Managed social media pages for buildings
- Designed and wrote content for LLCRC branded cards and flyers for upcoming events

MARKETING INTERN  
Simon & Schuster UK, London, UK | 2015

- Researched competitive marketing tactics
- Implemented "Book of the Month" program on social media
- Created PowerPoint presentations detailing new books for clients