

Lauren Finlinson

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VCCP US *Advertising Copywriter*

2022 - 2023

- Concept and pitch high-level campaigns directly to clients
- Formulate original brand strategies to successfully win new business
- Write social media, OOH, web, and video content for a broad portfolio of brands
- Frequently awarded high profile commercial video projects to write and produce in a competitive environment

Clients include: Amazon's Alexa, Audi, Native Deodorant, Blizzard Entertainment, Klaviyo

DONER *Advertising Copywriter*

2020 - 2022

- Lead copywriter for the development of Jeep's 2021 Super Bowl campaign
- Wrote across both digital and traditional platforms, including radio and television
- Personally produced commercial radio spots, directing recording sessions, managing talent, and curating music

Clients included: Jeep, Ram, Fairlife Milk, Hackensack Meridian Health

BIGSLEY EVENT HOUSE *Brand Writer*

2018 - 2019

- Wrote press releases, website copy, blog posts, event signage, and social media content
- Created pop-up museum exhibits, poetry, and other event art pieces in order to generate wide social media awareness

Events included: The Color Run, Hall of Breakfast, Pumpkin Nights

DESERET BOOK *Social Media and Marketing Coordinator*

2017 - 2018

- Concepted, wrote, and scheduled content across all social media accounts
- Managed individual advertising campaigns for 20 unique live events per year
- Edited all written and video content across the brand

ADDITIONAL PROJECTS

ALBION EVENT DESIGN

Brand Voice Consulstant

2023

- Worked with company founder to create a style guide for all copy
- Crafted all website messaging

THE BIRTHDAY CARD PROJECT

Writer and Producer

2021 - 2022

- Managed a team of 15 collaborative artists
- Wrote and developed a musical album from concept to global release
- Marketed the album across streaming platforms and physical media

THE COLOR RUN

UX Writer

2020

- Assisted in the design and layout of the brand's official app interface
- Wrote all copy associated with the app

WRITE ON! WORKSHOPS

Co-Creator of "The Write Box"

2019 - 2023

- Developed and marketed a monthly subscription box for children
- Designed instinctive lesson plans and activities

EDUCATION

Brigham Young University

*Bachelor of Communications in Advertising
Emphasis in Copywriting
Minors in Editing and Creative Writing*