

LAURENBEADER

(senior copywriter, nonprofit founder, multitasker)

- EXPERIENCE**
- Freelance Copywriter** **Everywhere**
All sorts of brands Present
• Left agency life to make more of an impact by working with cool cause-driven companies
- Founder + President** **Salem, MA**
AllWorthy, Inc. October 2018 – Present
• Started educational nonprofit to promote acceptance and inclusion for people and animals alike
• Write children's books and regularly present at schools and libraries to educate and inspire
- Senior Copywriter** **Boston, MA**
Jack Morton Worldwide November 2019 – March 2021
• Wrote and concepts for clients in technology, insurance, and children's toys (all were fun)
• Worked with others to concept campaigns for clients and new business (never lost a pitch)
- Senior Copywriter** **Boston, MA**
Small Army November 2016 – November 2019
• Wrote and rewrote all kinds of copy for B2C and B2B clients in a range of industries and tones
• Mentored junior team, reviewing and providing feedback to help them improve, learn, and grow
- Copywriter + Social Media Manager** **Salem, MA**
Sir Isaac Agency May 2015 – November 2016
• Wrote print, TV, radio, out of home, social, and web copy for a multitude of clients and industries
- Junior Copywriter** **Boston, MA**
Beam Interactive January 2015 – May 2015
• Created engaging copy for digital, social, web, and promotional use for several different brands
- Community Manager (Intern)** **Sydney, Australia**
J. Walter Thompson May 2014 – July 2014
• Conducted industry and competitive research, then created social media calendars accordingly
- Social Media Manager** **Boston, MA**
Zinga! Frozen Yogurt December 2012 – May 2014
• Built, wrote and designed for, and managed social media for all individual MA and NH franchises
- Copywriter (Intern)** **Los Angeles, CA**
Innerspin January 2014 – April 2014
• Wrote digital, social, print, and out of home copy for clothing, food, and entertainment brands
- Copywriter & Video Editor (Intern)** **Los Angeles, CA**
KO Creative January 2014 – April 2014
• Edited trailers and promotional videos for national television use (and wrote copy for them, too)

ALSO Special Olympics Gymnastics Coach (16 yrs.) • Pet Parent (3.5 yrs.) • Soy Candle-Maker (3 yrs.)

EDUCATION **Boston University College of Communication** **Boston, MA**
Bachelor of Science in Communication Class of 2015
Major in Advertising (Copy), Minor in Film + Television Summa Cum Laude

SKILLS Empathy • Strategy • Concepting • Mentoring • Social Media • Video • Adobe CC • Petting Dogs

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