

LAUREN SCHECHTMAN

COPYWRITER

📞 224.234.7694.

✉️ Lauren.n.schechtman@gmail.com

📍 Chicago, Illinois

📄 laurenschechtman.com

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

Volunteer Writer &
PR Board Member
A Safe Place, Chicago, IL

PROFESSIONAL EXPERIENCE

COPYWRITER
Snapfish, Chicago, IL | Aug 2020-Present

- SEO Copywriting: writing meta descriptions, creating relevancy content and FAQ pages with keywords
- Website copy, blog posts, other marketing copy

FREELANCE COPYWRITER
Chicago, IL | Sept 2019-Present

- Clients: Cloud 9 Grip Tape, Kor Water, Wedding Photography Site, Functional Medicine Coaching Academy
- Revamping website copy in addition to assisting with branding, social media, blogs

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

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

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 LLCR branded cards and flyers for upcoming events

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

- Implemented "Book of the Month" program on social media
- Created PowerPoint presentations detailing new books for clients including Amazon, Google, and Barnes and Noble