

# LAUREN SCHECHTMAN

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## EDUCATION

Chicago Portfolio School  
Copywriting Program

Denison University/ 2017  
Bachelor of Arts  
Communication & English

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## SKILLS

Creative Writing

Concepting

Collaboration

Leadership

Photoshop

Illustrator

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## COPYWRITER

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### EXPERIENCE

#### Senior Copywriter, FCB Health

Nov 2021-Present

- Concepted and developed the pre-launch TV and social for celebrity KnowPlanGo campaign as well as Questlove radio spots. Web traffic increased nearly 50% after first airing and reached an all-time high after airing at the Grammy's

- Concepted "Make Your Move" installation for CIBINQO at 2023 NEA Expo which served as an interactive AR experience for attendees. Assisted and developed other campaign materials for CIBINQO since starting at FCB

- Acted as creative mentor for a team of interns with the Bold Beginners program and assisted with teaching how to develop and present a creative ad campaign

#### Copywriter, FCB Health

Feb 2021-Nov 2021

- Concepted and lead script development for Crohn's & Colitis Foundation's Spill Your Guts TV and radio commercials which made 245 million impressions since launching in late 2021

- Assisted on CIBINQO launch along with campaign concepting and executions

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#### Freelance Copywriter

2019-2021

Revamped website copy for various brands in addition to assisting with branding, social media, and blogs

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#### Copywriting Intern, Cramer-Krasselt

2019

- Live read radio, activation, social content, concepting

- Lead creative on CK Create intern project and partnered with City Winery for social experiment stunt, created social channels for campaign and case study video

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#### Content Coordinator, Luxury Living Chicago

2017-2018

- Wrote website copy for main and neighborhood pages, created original blog content for Chicago events, and created social media campaigns for buildings

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#### Marketing Intern, Simon & Schuster UK

2015, London

- Implemented "Book of the Month" program on socials, created new book presentations for Amazon, Google, and Barnes and Noble

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## EXTRA

Denison Women's Tennis

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Communication Honors Society

Volunteer Writer & PR Board  
Member

A Safe Place, Chicago, IL