

GENEVIEVE LAPP

(315) 720-5472 | genevieve.lapp@gmail.com | www.linkedin.com/in/genevieve-lapp-79846a249/

Creative content writer with experience producing quality, informative, and persuasive copy while using clear and concise language. Naturally curious storyteller asks relevant questions and conducts research to create content that is easily understood and tailored to specific audiences. Persuasive community builder with a history of working with various departments including sales, suppliers, and research and development to develop strategy and raise awareness. Motivated learner quickly closes knowledge gaps and learns new products and processes easily. Self-motivated creator utilizes SEO knowledge and tactics to drive success.

Storytelling | Communication | Interviewing | Research | Active Listener | Community Builder
Self-motivated | Goal-oriented | Emotionally Intelligent | Receptive to Feedback | Diplomatic | Innovative
Life-long Learner | Strategic | SEO | Copywriting | Editing | Thick Skinned | Creative | Ambitious

EXPERIENCE

News and Social Media Manager | Remote

04/2022 – Present

Hand Papermaking, Inc.

- Provide creative and strategic editorial direction for newsletter and news/social media outlets
- Create content for newsletter including artist spotlights, technical how-to articles, reviews of artist residencies, news on galleries and publishing, letter from the editor, and interviews
- Research content topics, seek submissions, identify opportunities for thought leadership pieces and communicate with columnists regarding deadlines and editorial revisions
- Collaborate with board, staff, authors, community members, leading organizations, and institutions to create and source timely and relevant content to address key challenges and opportunities
- Prepare and post content for social media including researching and identifying interesting stories and content from the organization; create images and captions for posts, and run promotional campaigns
- Pitched rebranding of 30-year-old newsletter to board; oversaw and launched project using information gathered by survey of the readership resulting in increase in subscriptions

Content Writer and Community Builder | Freelance

09/2017 – 04/2022

- Created content for industry magazines and was contributing author on two books; created book arts and paper work shown in national and international juried exhibitions
- Organized and ran an international full-sheet handmade paper swap that brings together papermakers around the world to showcase their recipes and work

Content Creator and Social Media Manager | Remote

08/2020 – 09/2021

Arnold Grummer's Papermaking

- Created and successfully executed strategic plan with measurable KPIs to drive brand engagement and meet company objectives
- Crafted and published compelling and persuasive content including blog posts, product descriptions, technical articles, Q&A columns, artist profiles, social media images and copy utilizing SEO optimization
- Implemented a content and social media strategy for blog and Instagram pages, increasing customer engagement and purchases of items promoted in blog posts and promotional campaigns

Research and Development Technician

08/2015 – 08/2017

Knowlton Technologies, Inc.

- Conceptualized, researched, pitched, and developed new products and technologies with a team of research and development, sales, suppliers, and manufacturing crews

- Participated in sales calls to engage with customers, nurture goodwill, and communicate the efforts of the research and development team while helping the sales team close deals
- Delivered presentations on the company's history and capabilities leading to customer acquisition
- Sought out, pitched, and attended continuing learning opportunities to stay current on trends and best practices; developed a working knowledge of over 180 specialty papermaking fibers in one year
- Led the development of innovative processes, including one moved into the patenting process
- Advocated for improved safety equipment for the union workers at their request and with their direct input, including sourcing vendors and pitching solutions to the environmental safety department
- Represented department during trial runs of new products, including real-time data analysis and decision making; initiated and ran weekly team meetings to coordinate product development efforts

Research Project Assistant | Remote

08/2013 – 08/2015

State University of New York Research Foundation

- Designed and implemented social media marketing of programs and department, including student-run blog, content sourcing, and editorial calendar creation and management
- Created and delivered communication theory course instructing on communicating technical concepts to non-technical audiences, validating sources, explaining research, and managing digital footprint
- Led and provided feedback to student design team in marketing a presentation competition event including creation of graphics, promotional materials, and blog with content and event coverage
- Completed a science communication writing workshop focused on the communication of complex and technical concepts in science, technology and engineering

EDUCATION

Communicating Science Workshop, ComSciCon | Cornell University | Ithaca, NY

State University of New York College of Environmental Science and Forestry | Syracuse, NY

Master of Professional Studies, Sustainable Engineering Management: Paper Engineering

- Completed Masters level marketing courses

Bachelor of Science, Environmental Studies: Communication, Culture and Writing

TECHNOLOGY

Business: Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Slides, Sheets)

Remote Collaboration: Google Drive, Dropbox, WeTransfer, Skype, Teams, Zoom, Trello, Airtable

Creative Content: Hootsuite, Canva, Adobe Creative Suite, WordPress