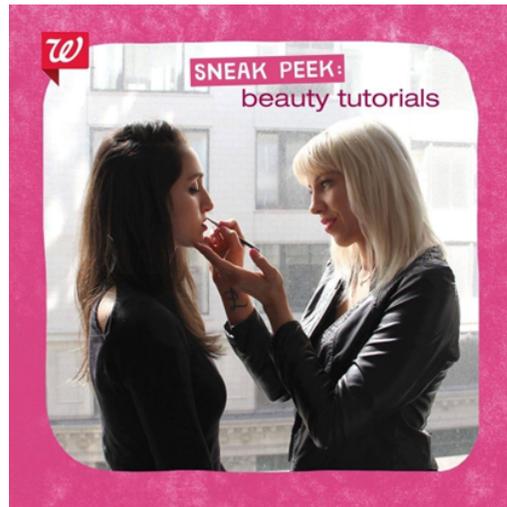


Content with integrity

- Started **content team** at Walgreens
- Oversaw **concepts and production** of hundreds of articles, photo shoots, look-books, and videos
- Developed **marketing strategies** for all deliverables
- Created content **series and playbooks**
- Authored Walgreens **style guides**
- Maintained **community** and connections
- Created looks as MUA for shoots



Stand for something

- No Photoshop—person, product
- “Real” models, patients, talent
- Names of models
- First of many “inclusive” models
- LGBTQIA
- Black- and women-owned businesses
- Normalizing mental health
- Authentic creative



Content director

- Blog
- Long-form
- Advertorial
- Promotional
- Site
- SMS
- Email
- Scripts
- Podcast
- Social
- Infographics



Beauty editor: What I love to use every day

By Lauria Locsmondy, Beauty & Wellness Editor

Beauty product recommendations are kind of my thing. As a beauty editor and makeup artist, I'm always asked what to buy, what I can't live without, what I'd take to a deserted island—you get the drift. So, this Valentine's month, I'm sharing the love—what I use every day (at least right now!), so you, too, can fall in love with these special drugstore beauty finds.



[Beauty Editor](#)

[Maskne](#)

Maskne: Why face masks cause acne—and what to do about it

By Lauria Locsmondy, Beauty & Wellness Editor



I've spent a good 20 years of my life in and out of dermatologists' offices in an effort to treat my cystic acne.

And while problem pimples are nothing new, my priority to wear a mask during the pandemic has brought me to new levels of zit-zapping agony. Why are so many of us breaking out under our masks? How can we treat this acne at home? And how can it be done affordably?

For some solid advice, I rang up dermatologist Dr. Jeffrey Hsu, who happily shared his expert info on how we drugstore patrons can steer clear of the latest skin condition popping up everywhere: Maskne.

Strategies to atomize content

- Editorial
- Educational
- Promotional
- Advertorials
- Social

Step 1: Pull length of hair back, in a pony tail



Step 2: Section your crown into a V shape on top

Step 3: Comb straight and pull hair down tightly



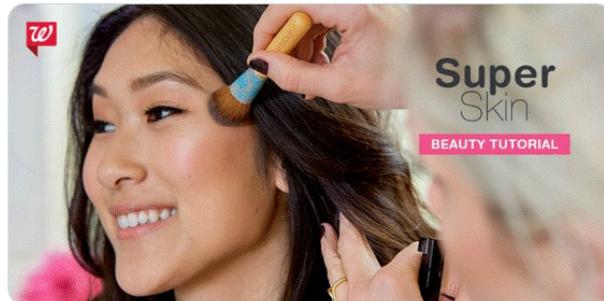
Step 4: Twist this section, which will allow for a trendy imperfect fringe

Step 5: Snip! Be sure to trim below the brow. You can always cut more, but not less.

← Tweet

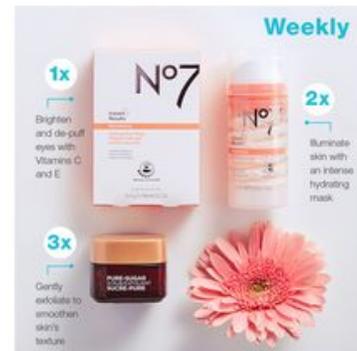


Get Super Skin! Beauty expert Lauria shows you how to mix products like a pro! spr.ly/6012Bbv9G



Mature skin regimen

Our faces can tell our lives' stories, the beauty within. Reflect this grace by caring for your skin with a simple regimen of protection and hydration.



Walgreens Trusted since 1901



Innovative products for winter skin

New skin care to try this season

Morning

- Wash with gentle, fragrance-free soap
- Target fine lines throughout the day



Bedtime

- Repeat your morning routine
- Add an overnight mask 2-3 times per week



Layer your serum with an SPF moisturizer in the morning, and with an overnight treatment before bed.

Shop the look



Vision

- Conceptual
- Relevant
- Resourceful



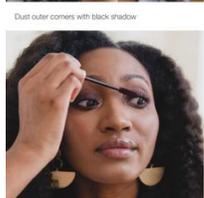
Youthful Skin

GET YOUR REGIMEN

Easy tips to restore your skin's natural glow.



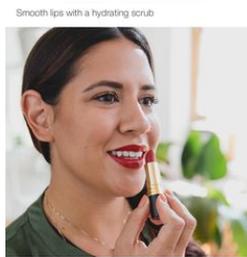
[Walgreens blog](#)



"All eyes are looking forward, making playful experimentation and experimentation to the season's most beautiful makeup trends."
—Laura, Beauty Consultant



Walgreens Trusted since 1901



"This fall's red lip skewers toward a matte texture and deep tone to complement the cool change in seasons with a nod to '80s glam."
—Laura, Beauty Consultant



Walgreens Trusted since 1901



Video



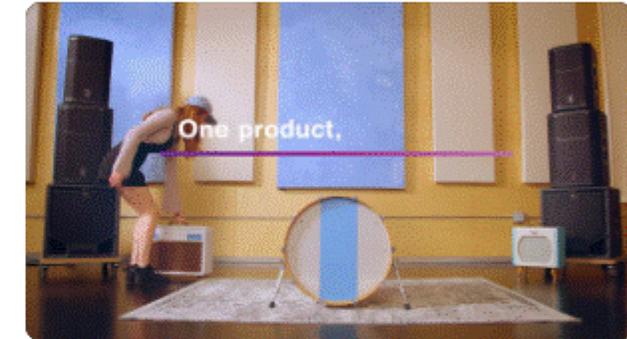
Fall Beauty Metallics



Fall Beauty Red Lip



Fall Beauty No-makeup Look



CYO Makeup



Walgreens Holiday Photo



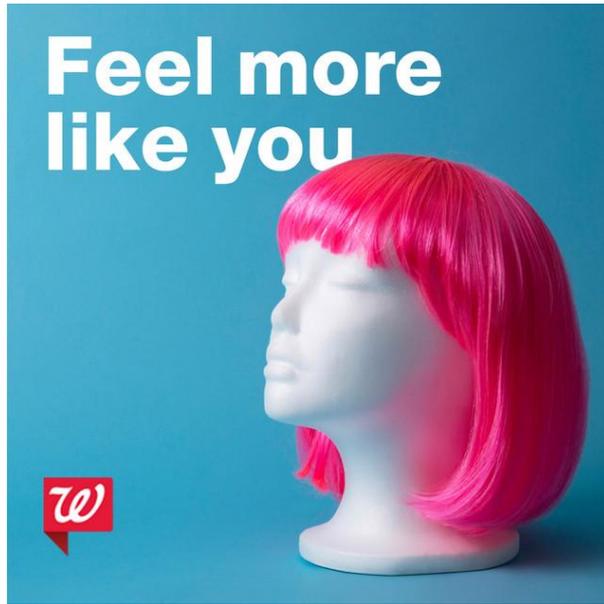
Sleek Makeup Tutorials



New Year New Beauty

Permission to share:
[Videos](#)

Podcast

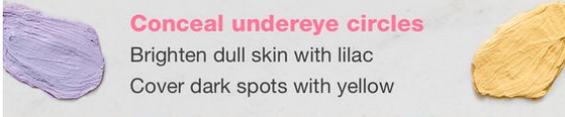


Cancer is not only a health crisis, it's an identity crisis. And there's a real, positive psychological impact to looking and feeling good—which goes a long way to help heal. From skin to wig care, makeup tips and more, we're here with expert advice on what to expect, and personal stories to help you feel more like you.

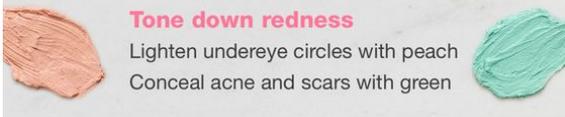
[Feel More Like You](#)

How to color correct

Cancer treatment can cause your skin to change color. Balance visible skin changes with concealer.

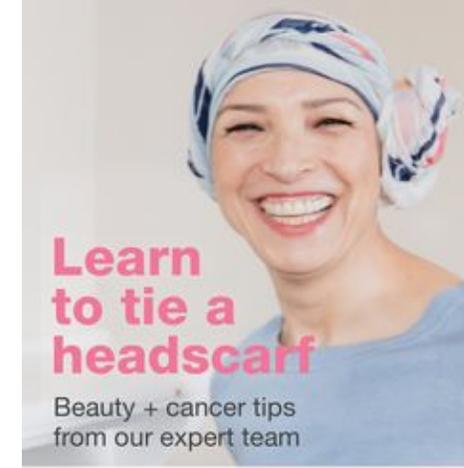


Conceal undereye circles
Brighten dull skin with lilac
Cover dark spots with yellow



Tone down redness
Lighten undereye circles with peach
Conceal acne and scars with green

 Our specially trained pharmacists & beauty consultants can help you feel more like you.



Learn to tie a headscarf

Beauty + cancer tips from our expert team



Center
scarf on forehead and bring ends forward.



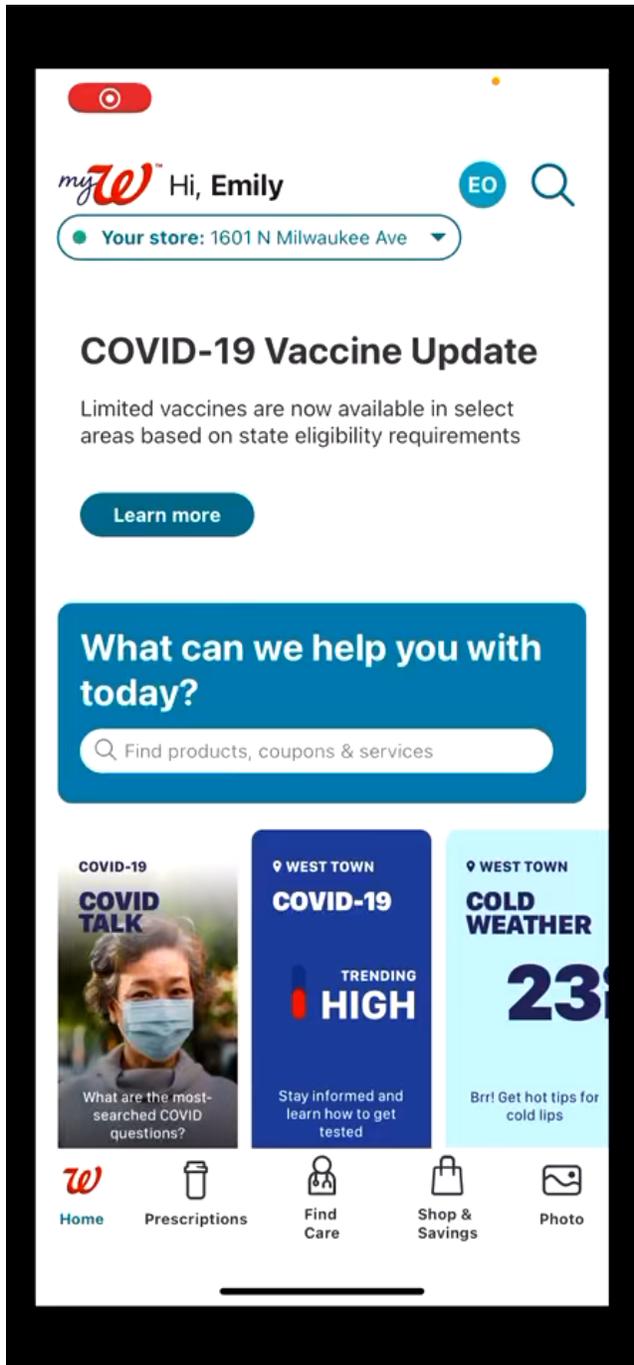
Twist
ends together tightly and wrap around your crown.



Spiral
ends into a rose shape, and fasten with a knot or hair tie.

Walgreens

App



BeWell

The Midst beauty, style & wellness newsletter



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Heroine chic: Reclaiming our media mirror

Plus: '90s chunky platform sandals are back! Our recommendations to resurrect this iconic look • The...

APR 21 • THE MIDST



Do I deserve THIS? What happens when you feel like an imposter

Plus: Grey hair — the politics, science, and art of women growing grey

APR 14 • THE MIDST



Total eclipse of the hype? What will you



[BeWell](#)

[Botox](#)

[SkinVive](#)

“SkinVive before after” — ranks page 1 Google search

The Midst

Pioneer beauty, wellness and style verticles

BeWell newsletter (40%+ open rate)

Build rebrand (Jan. 2024)

Oversee editorial and content development

Develop creative strategies for top of funnel

Direct marketing campaigns

Manage budgets, staff and freelancers

Launched model for affiliate and paid partnerships
(Ember Wave, Alloy, Nouri, etc.)

Target: women in midlife

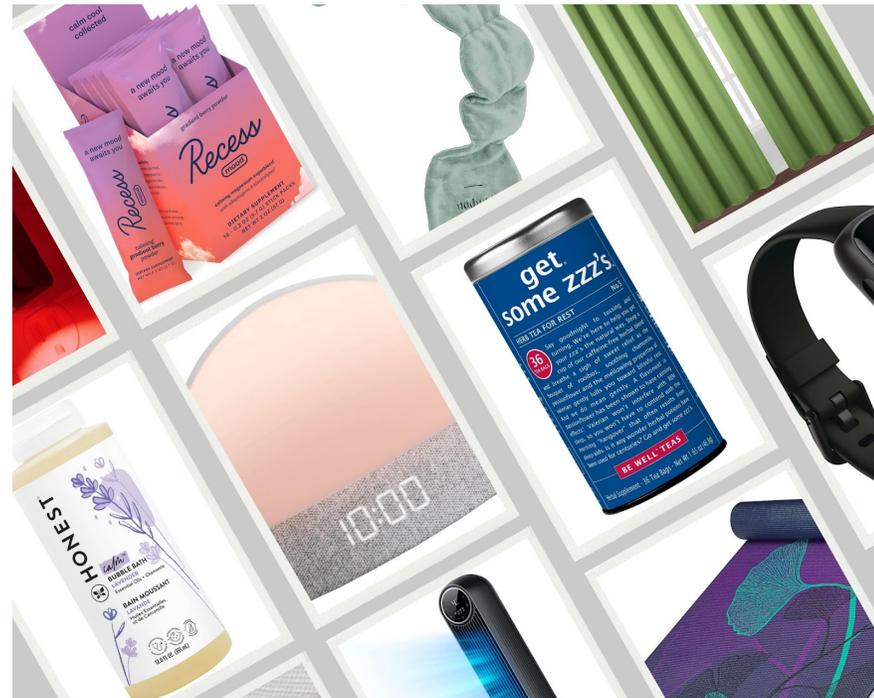
The Midst traffic growth, Feb. to March:

Total users = + 55.55%

Total sessions = + 52.94%

Total pageviews = + 37.85%

Avg. time on page = + 7 seconds



Events & collaborations



NYFW. Birchbox partnership. On-camera instruction. Podcast interviews.

Passions

- Words in all forms
- Lifestyle marketing
- Art as a lifestyle
- Advocating for customers
- Community



Background

Writer

Publisher

Editor

Creative strategist

Blog curator

SEO expert

Presenter

Team builder

Storyteller

Advertising professor

Marketing

Makeup artist

Leader

Social equity advocate

Mentor

Industry expert

Social media vet

Photographer

Visionary

Top 5 Beauty Products

for holiday 2015

LAURIA'S LIST

Our beauty expert Lauria shares her picks for this season's must-have products



Lauria

\$9.99 #1



The Midst



BY LAURIA LOCSOND

4 easy ways to transition your skin care from winter to spring

Spring is time for renewal — and that includes our skin. In the winter, we prioritize hydration, but as March rolls around, we start looking for lightweight options as many of us venture back into a sunny civilization.

Beyond words

- Content: **brainstorm to sign-off**
- Digital and e-commerce branding, content, campaigns
- **Strategy** — full funnel
- **Storytelling**, positioning, naming
- Multiple **clients**, collaborations, presentations

“Lauria’s superpower is making you believe.” —boss

- **Writer**, editor, mentor, culture-maker
- **Create for all**: Brand manifestos, scripts (video, podcast), campaigns, social, taglines
- **Manage** freelance writers and junior team members
- **Lifestyle**: Outdoor, sports, beauty, luxury and tech

- **Public Works**: Gallery, exhibits, shows, clothing line
- **Range** of voices, clients, audiences
- Bring in my **voice and community** to this voice and community
- **Grow** with company, collaboration, respect