

My name is Lauren Seagren and I am a passionate content marketing professional with **8+ years of experience**. I am fully committed to superior storytelling and delivering effective and impactful content that tells each story in a consistent, authentic, and compelling fashion.

CONTACT

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Minneapolis, MN

EDUCATION

2014

University of Wisconsin - Eau Claire

Organizational Communication

Creative Writing

EXPERTISE

- Copywriting & Editing
- Content Strategy
- SEO
- Content & Project Management
- Organic & Paid Social
- Email Marketing
- Social Media Marketing

KNOWLEDGEABLE WITH:

- HubSpot
- Canva & Adobe InDesign
- WordPress/Webflow/Pardot/MODX
- Notion/Asana/Wrike/Monday/Jira/Basecamp
- Google Suite & Microsoft Office
- ChatGPT & Jasper (AI platforms)
- Google Analytics (GA4)
- Semrush/Ahrefs/Google Search Console/Google Keyword Planner
- **Social:** LinkedIn, Twitter (X), Instagram, Facebook, & TikTok

CERTIFICATIONS

2023

Certified Digital Marketing Professional
Digital Marketing Institute

2023

Professional Certified Marketer
American Marketing Association

LAUREN SEAGREN

• WRITER • CONTENT MARKETING PROFESSIONAL • STORYTELLER •

Content Marketing Specialist • BLUE ONION • 1.24 - Present

Industry: B2B SaaS | **Focus:** Fintech for D2C Ecommerce brands

- **Content Creation & Management** | Serve as the driving force and Editor-in-Chief behind all content. Plan, manage, and create engaging SEO-optimized content, including blog posts, case studies, website content, guides, and more. Own and oversee the editorial calendar & asset library.
- **Email Communication** | Own and manage all email communication, including lead nurturing, customer nurturing, educational content, and monthly newsletters.
- **Social Media Management** | Oversee and build all content for social media to enhance thought leadership within the market. Develop and implement strategies for organic growth, brand building, and community engagement. Own and oversee the social media calendar.
- **Metric Tracking & Collaboration** | Monitor and analyze key marketing metrics to measure the effectiveness of campaigns. Collaborate with the product, sales, customer success, and customer experience teams to improve marketing efforts with actionable insights.

Freelance Copywriter • MONTROSE ENVIRONMENTAL & PLACEMAKR • 7.23 - 1.24

Industries: B2B & B2C | **Focuses:** Environmental Services & Hospitality/Travel

- Wrote, reviewed, proofed, and edited a variety of B2B and B2C marketing content: Email campaigns, ad copy, blogs, social media, landing pages, newsletters, case studies, and eBooks.
- Performed keyword research, developed stories, and monitored the performance of published content.

Content Marketing Manager • LILY AI • 4.22 - 12.22

Industry: B2B SaaS | **Focus:** AI/ML for B2C Ecommerce brands (Beauty, Fashion, & Home)

- Led content marketing campaigns that propelled an average of **190% opportunity pipeline** growth each quarter, contributing to exceeding the quarterly **\$6 million** target.
- Owned content strategy and the content calendar to create engaging, impactful, and SEO-optimized content aligned with SQL-focused initiatives: Blogs, guides, newsletters, webinars, email content, infographics, landing pages, and social media.
- Collaborated with the product, sales, design, demand generation, and styling teams to develop compelling narratives and lead nurturing stories.

Content Creator • HELPSYSTEMS (FORTRA) • 5.19 - 4.22

Industry: B2B SaaS | **Focus:** Cybersecurity (Managed File Transfer)

- Helped lead the development of compelling content to support marketing campaigns.
- Owned content calendar management for the blog and online customer community, driving content strategy, brand initiatives, and thought leadership.
- Wrote, reviewed, proofed, and edited a variety of SEO-optimized content: Blogs, web content, press releases, emails, newsletters, ad copy, case studies, social media, datasheets, eBooks, landing pages, and video scripts.
- Helped drive organic traffic, page views, and conversions on the website. **Results: 33% YOY average increase** in page views for the blog comparing 2020 to 2021.
- Extracted key blog and email metrics, analyzed data, and shared/implemented findings into the content strategy.
- Partnered with designers, email operations, and demand generation to craft content.

Communications Specialist • MILLIMAN • 1.17 - 1.19

Industry: B2C | **Focus:** Retirement & Benefits

- Wrote, edited, and designed B2C communication pieces: Blogs, guides, newsletters, and social media.