

LAUREN SEAGREN

WRITER • SENIOR CONTENT & BRAND MARKETING PROFESSIONAL • STORYTELLER

ABOUT ME

Strategic and data-driven Senior Content and Brand Marketing Professional with **over 9 years of experience** driving engagement and growth across B2B and B2C channels. Passionate about crafting compelling narratives that build trust, inspire action, and elevate brand authority.

CONTACT

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EDUCATION

2014

UNIVERSITY OF WISCONSIN - EAU CLAIRE

Organizational Communication &
Creative Writing

SKILLS

- CONTENT:** Content Strategy, Copywriting, UX Writing, Editing, SEO, Project Management, Content Analytics, Organic & Paid Social, Email Marketing, Community Management, & Social Media Marketing.
- SOCIAL:** LinkedIn, Instagram, Twitter (X), TikTok, & Facebook.
- AI:** Jasper, Writer, & ChatGPT.
- TOOLS:** HubSpot, Hootsuite, Canva, Figma, WordPress, Webflow, Notion, Adobe InDesign, Asana, Wrike, Monday, Basecamp, Google Suite, Microsoft Office, Semrush, Google Search Console, Google Keyword Planner, Google Analytics (G4), & Help Scout.

CERTIFICATIONS

October 2023
Certified Digital Marketing Professional
Digital Marketing Institute

October 2023
Professional Certified Marketer
American Marketing Association

Senior Content Strategist • UPSWING CREATIVE • November 2024 - July 2025

Industry: Creative Agency (B2B & B2C) | **Focus:** Industrial & Essential Products/Services (HVACR)

- Led all brand and content strategy, messaging, and content marketing for the agency.
- Worked closely with the Art Director and Creative Director to develop marketing assets for the agency and clients, including video scripts, ad copy, emails, brochures, guides, landing pages, and social media copy.
- Developed market-facing, omnichannel content strategies for current and prospective clients.
- Created and presented customer-centric and product-focused messaging, content, and brand strategies to support client initiatives.
- Tested content types, analyzed and reported on content performance to inform future content strategies.
- Results:** Grew Upswing Creative's organic social media following on **LinkedIn** by 223.8%. Increased page views by 92.9%, unique visitors by 145%, reactions by 2,520%, and achieved an average CTR of 10.9% on posted content.
- Results:** Grew Upswing Creative's organic social media following on **Instagram** by 1.4K%. Increased content interactions by 100%, reach by 777.3%, link clicks by 100%, and visits by 211.1%.
- Results:** Grew Upswing Creative's organic social media following on **Facebook** by 400%. Increased content interactions by 3.3K%, reach by 386%, link clicks by 633.3%, and visits by 169%.

Content Marketing Manager • BLUE ONION • January 2024 - October 2024

Industry: B2B SaaS (Startup) | **Focus:** AI/ML Fintech (Accounting) for D2C Ecommerce brands

- Content Creation & Management** | Served as the driving force and Editor-in-Chief behind all content. Planned, managed, and created engaging SEO-optimized content, including blog posts, case studies, website content, product pages, guides, UX product knowledge base copy, and more. Owned and oversaw the editorial calendar & content asset library. **Results:** Launched a fully revamped resource center and increased page views by 31%, helped to close \$68,400 in May and \$80,000 in July of 2024, and got Blue Onion on Morning Brew Co-Founder Alex Lieberman's "60 Second Startup series" (145k+ followers on Instagram & 186k+ followers on LinkedIn).
- Email Communication** | Owned and managed all email communication, including lead nurturing, customer nurturing, educational content, and monthly newsletters. **Results:** Improved open rate by 30%.
- Social Media Management** | Oversaw and built all content for social media to enhance the brand and thought leadership within the market. Developed and implemented strategies for organic growth, brand building, and community engagement. Owned and oversaw the social media calendar. **Results:** Grew organic following on LinkedIn by 29%.
- Metric Tracking & Collaboration** | Monitored and analyzed key marketing metrics to measure the effectiveness of campaigns. Collaborated with freelance designers, go-to-market, product marketing, sales, customer success, and customer experience teams to strategize and improve marketing efforts.

Freelance Copywriter • MONTROSE ENVIRONMENTAL & PLACEMAKR • July 2023 - Jan 2024

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

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

Content Marketing Manager • LILY AI • April 2022 - December 2022

Industry: B2B SaaS (Startup) | **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. **Results:** Grew organic following on Instagram by 25%.
- Collaborated with the product marketing, sales, design, demand generation, and styling teams to develop compelling brand narratives and lead-nurturing stories.

Content Creator • HELPSYSTEMS (FORTRA) • May 2019 - April 2022

Industry: B2B SaaS | **Focus:** Cybersecurity Software (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. **Results:** Achieved **400% increase in customer community members**.
- Wrote, reviewed, proofed, and edited a variety of SEO-optimized content: Blogs, web content, press releases, emails, newsletters, ad copy, case studies, social media, UX product tutorials, 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, digital marketing, and demand generation to craft content.