

LAUREN SEAGREN

CONTACT

- (651) 332-0176
- Minneapolis, MN
- laurenseagren21@gmail.com
- www.laurenseagren.com
- [linkedin.com/in/lauren-seagren](https://www.linkedin.com/in/lauren-seagren)

EDUCATION

- 2014
- University of Wisconsin - Eau Claire**
- Organizational Communication
- Creative Writing

SKILLS

- Copywriting & Editing
- Content Strategy
- SEO Copywriting
- Content Management
- **Proficient in:**
 - ✓ HubSpot
 - ✓ Canva
 - ✓ WordPress
 - ✓ Webflow
 - ✓ Notion / Asana / Monday
 - ✓ Chat GPT / Jasper
 - ✓ Google Analytics
 - ✓ Google Search Console
 - ✓ SemRush / Google Keyword Planner

CERTIFICATIONS

- 2023
- Certified Digital Marketing Professional**
- Digital Marketing Institute
- 2023
- Professional Certified Marketer**
- American Marketing Association

• WRITER • CONTENT MARKETING PROFESSIONAL • STORYTELLER •

ABOUT me

My name is Lauren Seagren and I am a passionate content marketing professional with **7+ years of experience**. I am a natural wordsmith and have loved to write my entire life. I am fully committed to superior storytelling and delivering effective and impactful content that tells each story in a consistent, authentic, and compelling fashion.

I have a very strong aspiration to produce engaging and innovative content. I am very interested in obtaining an open position where I can utilize my passion for writing, content marketing, and storytelling alongside like-minded individuals.

➤ Content Marketing Specialist • BLUE ONION • 1.24 - Present

Focus: B2B | **Industry:** Accounting (AI/ML) & Finance - Ecommerce

- **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.
- **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 channels to enhance thought leadership within the market. Develop and implement strategies for organic growth, brand building, and community engagement.
- **Metric Tracking and Reporting** | Monitor and analyze key marketing metrics to measure the effectiveness of campaigns. Prepare regular reports and provide actionable insights to improve marketing efforts.

➤ Freelance Copywriter • MONTROSE ENVIRONMENTAL & PLACEMAKR • 7.23 - 1.24

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

- 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

Focus: B2B | **Industry:** AI/ML - Ecommerce (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

Focus: B2B | **Industry:** Cybersecurity

- 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

Focus: B2C | **Industry:** 401(k) & Finance

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