

My name is Lauren Seagren and I am a passionate senior content marketing professional with **9+ 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

SEASONED WITH:

- HubSpot & Hootsuite
- Canva/Adobe InDesign/Figma
- WordPress/Webflow/Pardot/MODX
- Notion/Asana/Wrike/Monday/Jira/Basecamp
- Google Suite & Microsoft Office
- **AI:** Jasper/Rytr/Writer/ChatGPT
- 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 • SENIOR CONTENT MARKETING PROFESSIONAL • STORYTELLER

Senior Content Strategist • **UPSWING CREATIVE** • 11.24 – Present

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

- Lead brand and content strategy, messaging, and content marketing for the agency.
- Work closely with the Art Director and Creative Director to develop marketing assets for clients.
- Develop market-facing, omnichannel content strategies for current and prospective clients.
- Create and present unique positioning and messaging to support client initiatives.
- Analyze and report on content performance to inform future content strategies.
- **Results:** Grew Upswing Creative's organic social media following on **LinkedIn** by 120.5% in the first 3 months. Increased page views by 49%, unique visitors by 91.5%, reactions by 2,744.4%, and achieved an average CTR of 13.07% on posted content.
- **Results:** Grew Upswing Creative's organic social media following on **Instagram** by 242.9% in the first 3 months. Increased visits by 261%, content interactions by 500%, views by 569.8%, and reach by 480.2%.
- **Results:** Grew Upswing Creative's organic social media reach on **Facebook** by 655.8% in the first 3 months. Increased content interactions by 3.5K%, link clicks by 500%, and visits by 41.7%.

Content Marketing Manager • **BLUE ONION** • 1.24 – 10.24

Industry: B2B SaaS | **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, guides, 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" (**155K followers** on Instagram & **165K+ 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 GTM, product, sales, customer success, and customer experience teams to strategize and improve marketing efforts.

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. **Results:** Grew organic following on Instagram by 25%.
- Collaborated with the product, sales, design, demand generation, and styling teams to develop compelling brand 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.

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Business Services Specialist • MILLIMAN • 1.19 – 5.19

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

- Edited and oversaw the preparation and revision of legal contracts.

Communications Specialist • MILLIMAN • 1.17 – 1.19

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

- Wrote, edited, and designed B2C communication pieces: Blogs, guides, newsletters, and social media.
- Helped assist with RFPs.
- Handled all aspects of conference and event coordination.

Publicist • MEDIA RELATIONS • 10.15 – 11.16

Industry: B2C | **Focus:** Health & Wellness

- Secured media placements tailored to clients' specific needs, objectives, and product placement priorities.
- Wrote, edited, angled, and executed pitches to the media.
- Coordinated interview opportunities.
- **Results:** Booked *STIR Sweetener* on "Good Day Sacramento."