



LAUREN C. NIELSEN

CONTENT STRATEGIST

CONTACT



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Saint Paul, Minnesota

EXPERTISE

Content Management
Publishing
Copywriting/Editing

TECHNICAL SKILLS

Adobe Creative Suite
MS Office Suite • Slack
Trello • GatherContent
MailChimp • Basic HTML

EDUCATION

BA in English, Writing
Luther College
May 2013

RELEVANT EXPERIENCE

ICF NEXT

Copywriter • Oct 2019 – Apr 2020

- Wrote purpose-driven B2C content to drive engagement and conversion
- Created content maps within CMS to direct content creation
- Studied and interpreted supplied client briefs to inform content creation
- Acted as a ghostwriter for client blogs and social media sites

ASHDOWN INC

Editor • Jan 2016 – Oct 2019

- Managed schedules and content for multiple publications
- Published content on print, digital and web platforms
- Supervised virtual international awards contest
- Analyzed data on web and social media sites to ensure effectiveness
- Trained entry-level employees

Associate Editor • Aug 2014 – Jan 2016

- Created and edited content on print, digital, social media and web platforms
- Partnered with various teams on in-house/client brand promotion strategy
- Designed magazine layouts, client advertisements and marketing materials
- Translated content and brand requirements to website design team
- Developed a social media strategy plan company-wide

Content Specialist • Sept 2013 – Aug 2014

- Wrote and published content for monthly print and digital magazines
- Interviewed subjects and organizations for editorial features
- Created social media content
- Provided customer support

FREELANCE EXPERIENCE

DANISH SISTERHOOD OF AMERICA

Newsletter Editor • Nov 2015 – present

- Brainstorm, write, and source engaging content on Danish history/heritage
- Design 16-page monthly publication, logos, and branding materials
- Collaborate with National Board of Directors on future-visioning

ROCHESTER POST BULLETIN/RADISH MAGAZINE

Features Writer • Oct 2014 – Oct 2016

- Produced feature articles on trending healthy living and wellness topics
- Completed topic-specific research
- Interviewed members of the community for added relevance and interest