

Lori Lohmeyer

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An experienced, driven content writer with strong interpersonal skills, along with the ability to problem solve, influence people, and meet deadlines. Focused on finding a new storytelling role in marketing.

PROFESSIONAL EXPERIENCE

919 MARKETING COMPANY Raleigh, NC

2022-Present

Content Specialist

- Content writer for national corporations spanning a variety of industries, such as food service, home services, and automotive. Write blogs, social media, creative concepts, websites, and more.
- Ghostwriting on behalf of company leaders for major publications, including Forbes, Franchising USA, and QSR Magazine.
- Direct engagement with clients to understand objectives and draft marketing content focused on lead generation and brand awareness.
- Interview local business owners to create custom content.
- Edit content from other writers on our team to ensure consistency and quality.
- Implement SEO best practices.

NORTH CAROLINA BREWERY RUNNING SERIES Raleigh, NC

2023-Present

Event Marketing Manager and Co-Founder

- On-site coordinator and host of fun run events that start and end at local breweries.
- Tasked with spearheading traditional marketing, social media, and event promotion.

FREELANCE MARKETING CONTENT WRITER Raleigh, NC

2019-2021

- Write content for social media and company marketing materials to leverage consumer and brand awareness.
- Provide content writing services to a wide range of clients in the arts, medical, and service industries nationwide.

LEBHAR-FRIEDMAN, INC. New York, NY

2000 - 2005

Online Editor for Nation's Restaurant News

- Developed and edited content for the print and online publication of Nation's Restaurant News, a leading restaurant industry trade magazine. Involved interviewing chief executive officers, restaurant owners, and chefs.
- Wrote advertorial content for Fortune 500 clients in the food service industry.
- Managed a team of approximately 8 writers writing daily, breaking news.
- Designed and published numerous daily, weekly, and monthly e-mail newsletters.
- Represented Nation's Restaurant News at food service conferences, including the National Restaurant Association, which represents more than 1 million restaurant and food service outlets and 15 million employees.

VOLUNTEER

PTA Vice President of Membership and Volunteers and PTSA Secretary

2017 - 2020

- Assisted in developing budgets of \$100,000 and \$60,000 for the school year.
- Increased PTA membership by 25%
- Organized fundraisers which generated approximately \$50,000 in income for PTA activities.
- Acted as liaison to the administration and teachers for two schools.

NC MedAssist 5k Run / Walk Committee Member

2018

Secured donations and advertisers to raise \$65,000 for NC MedAssist, a nonprofit providing prescription drug assistance.

EDUCATION

Northwestern University, Medill School of Journalism

2000

Masters of Science in Journalism

The George Washington University, Columbian College of Arts and Science

1999

Bachelor of Arts in English and Anthropology

ADDITIONAL EXPERIENCE

Full-time Homemaker

2005-2019