

# Lauren Nicole Allain

(415) 915-9366

[lauren.n.allain@gmail.com](mailto:lauren.n.allain@gmail.com)

## EXPERIENCE

### **Gnarly Nutrition** - *Copywriter*

JANUARY 2020 - PRESENT

- Writing branded content to highlight products, certifications, and profiles of sponsored athletes, often working on multiple pieces at once
- Translating complex nutrition information into easily understood concepts
- Amplifying the relationship with customers through brand voice and persona

### **Freelance** - *copywriter, editor, content manager*

OCTOBER 2018 - PRESENT

- Writing and editing online content for B2B and B2C including blog posts, emails, news, features, and branded content storytelling
- Matching each client's voice and style preferences for blog writing, press releases, social media, and marketing content with SEO consideration
- Self-managed to meet deadlines while working in high-volume on multiple projects

### **Chanterelle, Edmonds, Washington** - *Manager, server, bartender, barista*

MARCH 2011 - OCTOBER 2018

- Excelled in professional customer service and communication with diverse clientele
- Appropriately handled stressful, high-volume shifts as a server, bartender and manager showing extensive multi-tasking skills and attention to detail

### **The Bellingham Herald, Bellingham, Washington** - *News/features intern writer*

MAY 2006 - AUGUST 2006

- Responsible for pitching news and features article topics, locating and conducting relevant interviews, writing article and following it through the editing process

### **Western Washington University, Bellingham, Washington** - *Writer, editor*

SEPTEMBER 2005 - JUNE 2007

- Serving as news section editor, photo editor and managing editor of both magazine and twice-weekly campus newspaper

## EDUCATION

### **Webster University, Leiden, Netherlands** - *Master of Business Administration*

JANUARY 2012 - OCTOBER 2013

- Focus on international business, supply chain logistics, marketing, and negotiations

### **Western Washington University, Bellingham, WA, USA** - *Bachelor of Arts - Journalism*

SEPTEMBER 2003 - JUNE 2007

- Focus on news writing, photography, layout/design and editing publications for content, style guidelines, grammar and ease-of-reading