

# Lauren Finlinson

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## Vintner's Daughter

### Senior Copywriter

2023—Present

- Manage a consistent brand voice across all platforms, including online presence, retail presence, product packaging, and interactions with external agencies
- Direct the company's social media strategy, leading the design team in planning content and managing timelines and priorities across the broader team
- Execute multiple product launches per year, including all marketing materials, UX flows, video scripts and unconventional product packaging

## VCCP US

### Advertising Copywriter

2022—2023

- Conceptualized and pitched high-level campaigns directly to clients
- Formulated original brand strategies to successfully win new business
- Wrote social media, OOH, web, and video content for a broad portfolio of brands
- Frequently selected to write and produce high profile commercial projects in a competitive environment

*Clients included: Amazon's Alexa, Audi, Native Deodorant, Blizzard Entertainment, Klaviyo*

## Doner

### Advertising Copywriter

2020—2022

- Lead copywriter for the development of Jeep's 2021 Super Bowl campaign
- Wrote across both digital and traditional platforms, including radio and television
- Personally produced commercial radio spots, directing recording sessions, managing talent, and curating music

*Clients included: Jeep, Ram, Fairlife Milk, Hackensack Meridian Health*

## Bigsley Event House

### Brand Writer

2018—2019

- Wrote press releases, web copy, blogs, event signage, and social media content
- Created pop-up museum exhibits, poetry, and other event art pieces in order to generate wide social media awareness

## EDUCATION

### Bachelor of Communications, Brigham Young University

- Emphasis in Creative Advertising and Copywriting through the BYU AdLab
- Minors in Editing and Creative Writing