



SENIOR COPYWRITER | WUNDERMAN THOMPSON | 2020-PRESENT

Accounts: Fanta, Sprite Zero, Shell, Marine Corps, Gold Peak Tea

Created campaigns from concept to production across the board for Shell and Gold Peak Tea. Leading the charge of special activations for Fanta and Sprite Zero x Marvel. Created a new Shell & Fuel Rewards campaign, from concept to major TV production. Created social campaigns to support USMC's Battles Won strategy that improved engagement by 30%.

COPYWRITER | FOCUS BRANDS | 2018 - 2020

Accounts: Jamba Juice, Cinnabon and Schlotzsky's

Lead writer for all 3 brands. Collaborated with team to develop strategies and concepts for integrated campaigns: app development, website rewrites, TV, website, OOH, print, POP, social, OLV, radio, and email. Worked closely with our in-house Content Kitchen on everything from full campaigns to one-offs. Crafted the new brand voice for Schlotzsky's and Jamba.

Applied behavioral science and data to revive Jamba's email program with informed, creative copy that improved engagement and open rate 1.6X and participation rate 2X in just 6 months.

COPYWRITER | ZEHNDER COMMUNICATIONS | 2016 - 2018

Accounts: Mississippi Power, Origin Bank, Piccadilly Restaurants, Chila Orchata Rum, Visit South Walton and St. Tammany Parish Hospital

Worked with creative team as lead writer on conception, execution and presentation of integrated campaigns, which included app activation, TV, OOH, POP, print, digital banners, OLV, radio, email, websites, SEO and digital content.

COPYWRITER | PETER MAYER ADVERTISING | 2015-2016

Accounts: Zatarain's, Popeye's, Sazerac Rye Whiskey, Sanderson Farms Chicken, Whitney National Bank, New Orleans Jazz Fest and Sunbelt Bakery

Played an integral role in concepting, executing and presenting creative. Helped develop 360° integrated campaigns that included creating websites, email, print, TV, banners, native, radio, social media content, OLV, POS, OOH and writing the packaging for 25 Zatarain's products. Refreshed Zatarain's monthly email program and doubled open rates and tripled CTR over the previous year.

THE CREATIVE CIRCUS, 2013- 2015
Advertising & Copywriting

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