
LAUREN MAYNE

SKILLS

Copywriting | Proofreading | SEO | Brainstorming | Email Marketing | Social Media

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON – COMMUNICATIONS-ADVERTISING, 2017

EXPERIENCE

SOCIAL MEDIA & DIGITAL MARKETING COORDINATOR, DOWNTOWN LONG BEACH ALLIANCE;
LONG BEACH, CA – 2019-PRESENT

Manages the DLBA's online presence including their website, Facebook, Instagram, Twitter, and LinkedIn accounts. Additionally, leads advertising efforts through social media promotions, Google Ads, ROS ads on third-party websites, and print ads. Assists in developing new marketing campaigns.

CREATIVE STRATEGIST & SENIOR COPYWRITER, BEST CHOICE PRODUCTS; IRVINE, CA – 2018

Oversaw all copy to ensure a synchronized brand voice, coordinated with other copywriters & departments, and designed creative content packages for marketing campaigns consisting of blogs, paid social advertisements, and branded content for Facebook, Instagram, Twitter, and Pinterest.

EDITORIAL COPYWRITER, BEST CHOICE PRODUCTS; IRVINE, CA – 2017-2018

Redefined brand voice guidelines, wrote, edited, & scheduled social media posts, assembled email marketing campaigns, developed product video scripts, crafted campaign-driven blog posts, produced customer service scripts & responses for email, phone, and social platforms, tailored paid advertisements to engage existing customers, new consumer profiles, and inactive accounts, copy-checked content for affiliate & influencer partnerships, and strategized social & email marketing tactics.

COMMUNICATIONS EXECUTIVE, CSUF ADCLUB; FULLERTON, CA – 2016-2017

Maintained AdClub's social media accounts, actively recruited members through classroom visits, wrote monthly newsletters and email blasts announcing events & opportunities, and assisted in bi-weekly meetings, agency tours, social events, and AdClub's annual Advertising Convention.

EXECUTIVE CREATIVE DIRECTOR, AMERICAN ADVERTISING FEDERATION (CSUF); FULLERTON, CA – 2016-2017

Researched and developed an integrated advertising campaign for our client's new target audience, conceptualized, executed, and tested creative strategies, and wrote & proofread copy on all ads, executions, plans book, and final presentation.

www.LoMayne.com