

Lauren Waters

CREATIVE DIRECTOR

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PROFILE

Creative leader with 15 years of experience building brand stories for lifestyle & pet care brands. Endlessly curious & passionate about spotting trends, understanding how audiences think & finding what hooks people. Expert at combining data & cultural insights into bold creative concepts that get attention & stand out.

EXPERIENCE

Content & Brand Strategy Consultant

Freelance • Feb. 2026 – Present

Committed to exploring new creative pathways through ongoing learning & development.

- Created brand positioning & content strategy for small business clients to build online presence.
- Expanded skill set by studying creative strategy frameworks & digital marketing trends.
- Explored graphic design & illustration projects to strengthen creative POV & refresh skills.

Associate Director, Strategy

S&A • Sept. 2025 – Feb. 2026

Owned creative strategy for integrated B2B & D2C campaigns across health & pet care brands.

- Provided email strategy targeting 250k+ healthcare practices that led to 25% improvement in CTOR.
- Established brand positioning & standards for 3 new pet care brands from the ground up.
- Reviewed content & design to ensure it aligned with unique strategies for 5 healthcare markets.
- Created email & social strategy for agency thought leadership publication with a 10% conversion rate.
- Provided weekly social media & culture trend updates to support forward-thinking creative ideas.

Associate Director, Content

S&A • Nov. 2022 – Sept. 2025

Wrote & directed content for major brand initiatives in health & beauty, veterinary medicine & pet food.

- Delivered creative strategy for a pet pharma TikTok campaign that earned 10+ million views & 25k+ engagements.
- Created brand positioning for a new pet food line that launched in 2.4k+ Tractor Supply Co. stores.
- Transformed complex data into accessible, strategic storytelling for multiple 15+ page digital publications.
- Created concepts & content for 12 VETTY award-winning campaigns in social, email, video & print.
- Mentored team of 3 writers on social strategy development, platform best practices, & creative thinking.

Senior Content Specialist

S&A • Jan. 2021 – Nov. 2022

Developed original content based on strategic insights & trend research for integrated B2B & B2B2C campaigns.

- Partnered with art directors to develop concepts & deliverables for award-winning print & digital campaigns.
- Served as primary writer for an annual offer campaign with 150k+ printed kits in 25+ healthcare specialties.
- Maintained content standards & subject mastery for 10 healthcare markets & 5 pet care brands.

SKILLS

Content Development, Content Strategy & Direction, Messaging Frameworks, Brand Positioning, Strategic Planning, Trend Forecasting, Storytelling, Integrated Campaigns, Creative Execution, Editorial Direction, Team Mentorship & Collaboration

EDUCATION

Bachelor of Journalism, Strategic Communication

University of Missouri