

Lauren Waters

CONTACT

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EXPERTISE

Animal Health & Veterinary |
Financial Services | Health &
Beauty | B2B Marketing | Pet Food

SKILLS

Content Strategy & Direction |
Brand Positioning | Strategic
Planning | Trend Forecasting |
Storytelling | Content Development
| Multi-channel Campaigns |
Creative Execution | Editorial
Direction | Design Collaboration |
Team Leadership | Mentorship

TOOLS

Mac | Windows | Adobe Creative
Cloud | Figma | Canva | Office 365
Copilot | Teams | Slack | Meta |
LinkedIn | Reddit | Google
Analytics | Wix | Mailchimp

EDUCATION

Bachelor of Journalism,
Strategic Communication
University of Missouri, May 2010

PROFILE

I turn being constantly connected into strategic advantage. I'm passionate about spotting trends, understanding audiences & finding what hooks people. Formats and platforms may evolve, but great storytelling never changes. I love helping brands tell their stories through strategic content & creative direction.

EXPERIENCE

Associate Director, Strategy

S&A • Sept. 2025 – Feb. 2026

- Led strategic planning for integrated campaigns and collaborated with creative teams to deliver compelling brand narratives.
- Partnered with clients on annual strategic and tactical roadmaps, delivering actionable frameworks and new creative opportunities.
- Translated consumer trend research and market insights into actionable strategic insights for B2B campaign development.
- Wrote briefs that connected insight to creative idea to provide clear direction while ensuring deliverables remained on-strategy.
- Promoted a culture of thinking beyond expected solutions to find human truths that offer real strategic advantage.
- Directed writers and designers to ensure high-quality creative that aligned with brand strategy and client objectives.

Associate Director, Content

S&A • Nov. 2022 – Sept. 2025

- Spearheaded content strategy for major brand initiatives and campaigns from concept through execution.
- Directed content across integrated campaigns that included web, email, social, print, and video.
- Transformed complex data into compelling storytelling for multiple award-winning websites and digital magazines.
- Developed brand positioning and content direction for a pet food brand launch in collaboration with account and design teams.
- Managed and mentored content specialists on conceptualizing, writing, editing and professional development.

Senior Content Specialist

S&A • Jan. 2021 – Nov. 2022

- Developed creative concepts and compelling content for integrated B2B campaigns for animal health and credit card clients.
- Leveraged analytics and consumer insights to optimize engagement and campaign performance for email and social campaigns.
- Partnered with art directors to develop content for award-winning campaigns across multiple B2B clients.