

# Lauren Waters

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CREATIVE DIRECTOR & STRATEGIST

I'm a storyteller who builds brands that inspire & connect.

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**CONTACT**

[callmelauren.com](http://callmelauren.com)

913-787-4694

[callmelaurenw@gmail.com](mailto:callmelaurenw@gmail.com)

# Resume

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LAUREN WATERS

## PROFILE

Creative leader with 15 years of experience helping brands find their voice. Endlessly curious & passionate about spotting trends, understanding how audiences think & finding what hooks people. Expert at combining data & cultural insights into high-impact strategies & bold creative concepts.

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## EXPERIENCE

### Freelance Brand & Content Strategist

Self-employed • Feb. 2026 – Present

- Developed brand positioning, message architecture & content strategy for small businesses in travel & home rentals.
- Published weekly newsletter analyzing cultural trends, demonstrating strategic thought leadership & writing capabilities.
- Expanded strategic expertise through self-directed study of creative strategy frameworks & digital marketing trends.

### Associate Director, Strategy

S&A • Sept. 2025 – Feb. 2026

- Developed strategic plans for integrated campaigns & collaborated with creative teams to deliver compelling brand narratives.
- Partnered with clients on annual strategic & tactical roadmaps, delivering actionable frameworks & new creative opportunities.
- Translated cultural & social trends, consumer research & market insights into actionable strategic ideas for campaign development.
- Mentored writers & designers on strategic thinking & translating insights into high-impact, meaningful ideas.

# Resume

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LAUREN WATERS

## EXPERIENCE (cont'd)

### Associate Director, Content

S&A • Nov. 2022 – Sept. 2025

- Led content strategy & direction for major brand initiatives & campaigns from concept through execution.
- Transformed complex data into compelling storytelling for multiple award-winning websites & digital magazines.
- Delivered high-converting copywriting & long-form content for integrated campaigns.
- Managed content specialists to develop conceiving, writing, editing & professional skills.

### Senior Content Specialist

S&A • Jan. 2021 – Nov. 2022

- Developed B2B & B2B2C content for a leading healthcare credit card, using research to guide strategic decisions.
- Leveraged consumer insights & trends research to uncover new, meaningful ways to connect with audiences & drive action.
- Partnered with art directors to develop content for award-winning print & digital campaigns across healthcare verticals.

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## HISTORY

Copywriter, S&A • Jan. 2017 – Jan. 2021

Junior Copywriter, S&A • June 2014 – Jan. 2017

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## EDUCATION

Bachelor of Journalism, Strategic Communication

University of Missouri

# Portfolio

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LAUREN WATERS

## EXPERTISE

### STRATEGY

- Brand
- Product launch
- Content
- Messaging
- Tactical
- Website
- Social Media
- Email

### CONTENT

- Concepting
- Copywriting
- Social media
- Video scripts
- Articles
- Advertorials
- Look books
- Merchandising

## SKILLS

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

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## TOOLS

Mac, Windows, Adobe Creative Cloud, Adobe Express, Figma, Canva, Microsoft Office, Teams, Slack, Facebook, Instagram, TikTok, Claude, ChatGPT, Gemini, NotebookLM, Hootsuite, Hubspot, Wix, Wordpress, Mailchimp



*Field & Stream* ESTD 1871

More than 150 years. That's how long we've been your trusted guide for all things outdoors. With Pack Provisions, we've channeled that experience into pet food products that are as rugged and reliable as your loyal companion. Formulated with energy-providing nutrients and rich in protein, it's fuel for your dog no matter where the trail leads you.

# Field & Stream

## PACK PROVISIONS PRODUCT LAUNCH

### Role

Brand Foundation &  
Content Direction

### Team

Creative Director:  
KC Rudolph  
Writer: Myself &  
Adam Wilbers

### Situation

Many fishers, hunters and people who love the outdoors know and trust Field & Stream Magazine. Their dogs need food, treats and supplements to perform their best out on the trail or in the field.

### Strategy

Show that Field & Stream Pack Provisions is real food for real outdoors dogs.

### Outcome

Launched in Fall 2025 exclusively at Tractor Supply Co. stores nationwide.

# Adequan Canine

## TIKTOK CONSUMER CAMPAIGN

### Role

Social Strategy &  
Content Direction

### Team

Writer: Maddie Daniel  
Video Editor:  
Adam Wilbers

### Situation

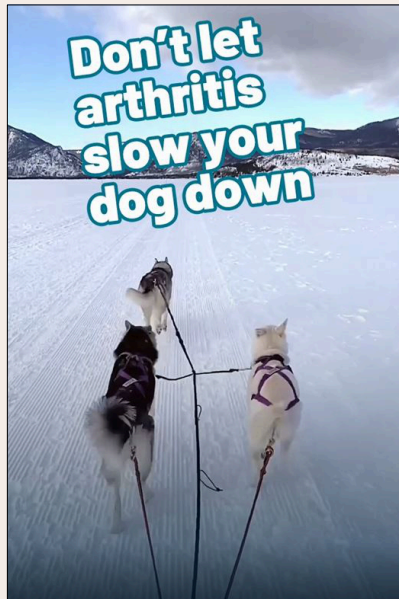
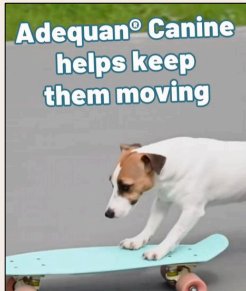
Despite 30+ years on the market, consumer awareness of the brand was low. There was a need to establish the brand's presence on new platforms to connect with pet owners in a new way.

### Strategy

Use UGC videos to drive pet owners ask their vet about arthritis treatment.

### Outcome

Client's first-ever TikTok campaign. Each video earned 1+ million views. Winner of 2024 Vetty Award.



# Adequan Canine

## REDDIT CONSUMER CAMPAIGN

### Role

Social Strategy & Content

### Team

Designer: Brendan Culp

### Situation

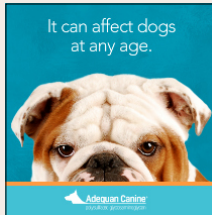
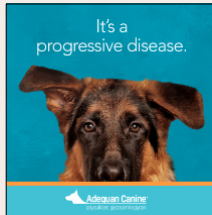
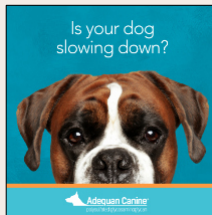
Many pet owners aren't aware Adequan Canine is available or that they should ask their veterinarian about it if their dog is diagnosed with arthritis. They often turn to Reddit for advice.

### Strategy

Encourage dog owners on Reddit to rethink their dog's arthritis talk to their veterinarian. Use Feed, Conversation and Gallery formats with simple, engaging content and a mix of images to increase memorability.

### Outcome

Reddit campaign targeting dog breeds (Boxers, Bulldogs, Rottweilers, Dalmatians, Golden Retrievers) and general dog owners.



# A Canine Osteoarthritis TREATMENT PROTOCOL GUIDE for Veterinary Practices

Developed by American Regent Animal Health, makers of  
Adequan® Canine (polysulfated glycosaminoglycan).



## Streamlining Osteoarthritis Care

Some studies suggest that the prevalence of osteoarthritis (OA) in dogs is nearly 40%.<sup>1,2</sup> Given this high prevalence, American Regent Animal Health developed this guide in partnership with experienced clinical veterinarians<sup>1</sup> to help you:

- Optimize clinic operations, like improving efficiency and streamlining workflows
- Improve patient outcomes
- Ensure a more consistent quality of care



**The goal?** By diagnosing and treating OA sooner we can help improve dogs' mobility, support their well-being and increase their activity levels.

95%

of 327 veterinarians surveyed said implementing a canine OA protocol would be helpful or is important/necessary.<sup>1</sup>



# Adequan Canine

## OA PROTOCOL LAUNCH

### Role

Concept, Content Strategy  
& Direction

### Team

Creative Director:  
KC Rudolph  
Writers: Myself, Rob Hink  
& Adam Wilbers

### Situation

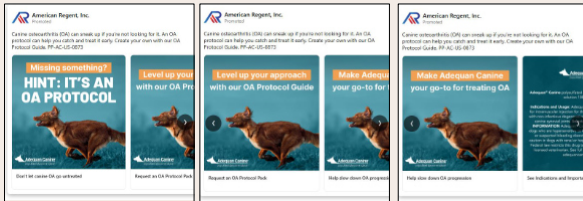
Dogs with arthritis are often diagnosed when symptoms are severe and they can't get around as well as they used to. Veterinarians need tools to help them diagnose arthritis earlier, so dogs can enjoy more active years.

### Strategy

Deliver a comprehensive guide and resources to help veterinarians implement an OA diagnosis protocol in their clinic so more dogs can be diagnosed earlier.

### Outcome

100s of guide downloads and resource requests in the first 3 months. 100k+ LinkedIn ad views. Winner of 2025 VETTY Award.



# Adequan Canine

## OA PROTOCOL LINKEDIN REFRESH

**Role**  
Social Strategy & Content

**Team**  
Designer: Madi Schrag

**Situation**  
While the OA protocol phase 1 campaign was successful, creative fatigue set in. The content-heavy formats and lengthy videos did not perform as well as the simpler content, so a refresh was needed.

**Strategy**  
Refresh OA protocol campaign based on insights from phase 1 campaign to improve content & creative for better engagement.

**Outcome**  
Shorter content, more engaging imagery led to increase in clicks and 250k+ LinkedIn ad views.

## WEBSITE REDESIGN

### Role

Website Strategy,  
Concept, Content  
Direction & Copy

### Team

Designer: Brendan Culp

### Situation

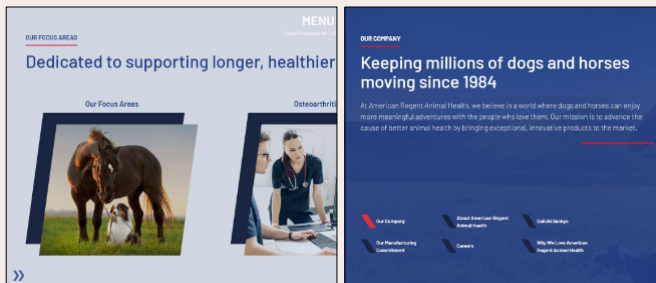
In order to continue to grow their brand, they needed a new website to showcase their capabilities and drive new product collaboration.

### Strategy

Tell the brand's story in a format that mirrors their innovative spirit.

### Outcome

Developed an innovative side-scrolling website that the client described as the coolest website they'd ever seen.



# Adequan Canine

## WEBSITE REDESIGN

### Role

Website Strategy,  
Content Direction & Copy

### Team

Designer: Brendan Culp

### Situation

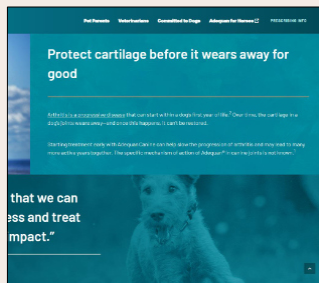
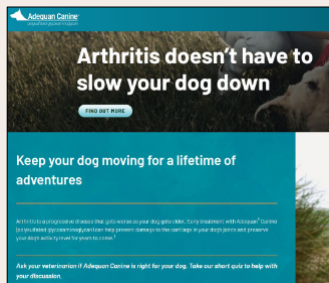
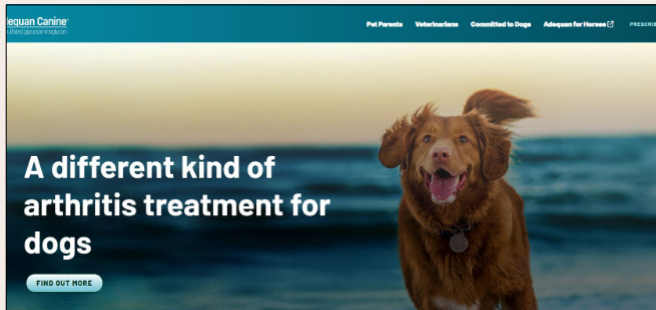
Adequan Canine needed a refreshed website to support ongoing veterinarian campaigns and new consumer initiatives. Pet owners need to quickly find information about arthritis and why they should ask their vet about the product. Veterinarians need to quickly find resources to support their clinic.

### Strategy

Show how and why it's a different kind of arthritis treatment.

### Outcome

Developed compelling site that works for both dog owners and veterinarians. Focused on clean UX with content informed by SEO best practices. Winner of 2023 VETTY Award.



## WEBSITE REDESIGN

### Role

Website Strategy &  
Content Direction

### Team

Designer: Brendan Culp  
Writer: Rob Hink

### Situation

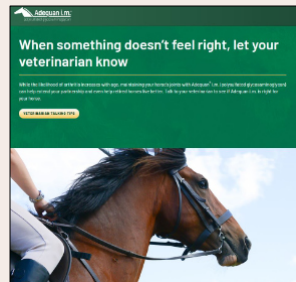
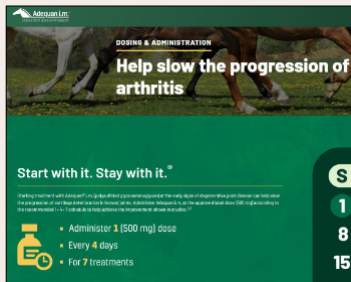
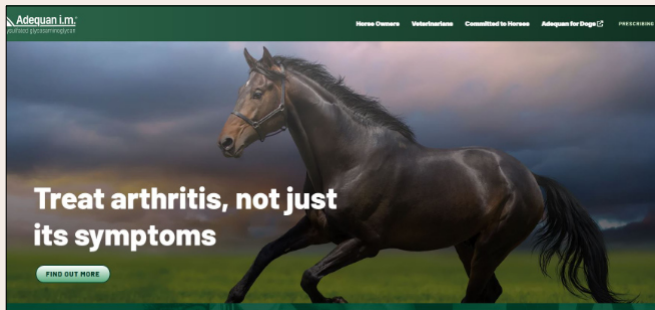
Adequan i.m. needed a refreshed website to support ongoing veterinarian and trainer campaigns and new consumer initiatives. Horse owners need to quickly find information about arthritis. Veterinarians need to quickly find resources to support their practice.

### Strategy

Show how and why it's important to treat the disease, not just symptoms.

### Outcome

Developed compelling site that works for both horse owners and veterinarians. Focused on clean UX with content informed by SEO best practices. Winner of 2023 VETTY Award.





PET LIFETIME OF CARE 2025

synchry

© 2025 Synchry Inc.



# CareCredit

## PET LIFETIME OF CARE 2.0 LOOK BOOK

### Role

Creative Direction & Content

### Team

Designer: Brendan Culp  
Editor & Co-writer: Kristi Fender

### Situation

With declining vet visits and rising costs, veterinarians want to know how they can better connect with their clients and provide care for more pets. This follow up to the 2021 study features expanded insights veterinarians need to know to understand how pet owners make care decisions.

### Strategy

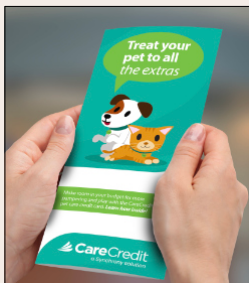
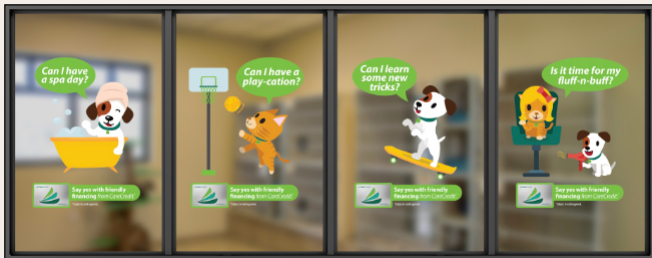
Turn data into a story veterinarians want to read.

### Outcome

Content repurposed into multiple pieces, including infographic and press release. Insights used across 2025 deliverables. Winner of 2025 Vetty Award.

# CareCredit

## MARKET EXPANSION MERCHANDISING



### Role

Creative Concept & Content

### Team

Designer: Brendan Culp  
Co-writer: Kristi Fender

### Situation

CareCredit has a 30+ year history helping people pay for their pet's veterinary care. As market trends showed that consumers are investing more and more into their pet's overall well-being, it made sense to expand into boarding, grooming, daycare and training.

### Strategy

Show pet owners the playful side of paying for things that support their pet's well-being.

### Outcome

Extremely popular in locations with requests for additional materials. Winner of 2024 Vetty Award.

Financial peace of mind leads to stronger connections.



**Recommend care with confidence.**  
 When you're focused on providing optimal care for their horse, your clients may be concerned with how much it will cost. The CareCredit healthcare credit card is a flexible, budget-friendly way for your clients to pay for veterinary care for every horse in the family.

CareCredit helps support healthy financial relationships with your clients by giving them a way to comfortably manage the cost of care. They can pay over time with monthly payments that help fit care into their budget, and you can get back to what you love—caring for horses.

Connecting at the heart of care



CareCredit  
 Making it more possible. Every day.

**Enroll for free today.**  
 Call 888-872-8711 and mention code EQM02222A.  
 Offer valid December 31, 2022.



A flexible payment solution that works wherever you do.



Help more horses get needed care.



Available for your mobile

Spend your time on care, not crunching numbers.



Focus on patients, not paperwork.



Available for your mobile

# CareCredit

## EQUINE VET PRINT CAMPAIGN

### Role

Concept & Content

### Team

Designer: Andrew Brown

### Situation

Being an equine veterinarian is fulfilling and stressful. Their busy schedules and desire to see horses cared for means they often discount fees or let payments slip by. They need a way to get paid for their passion while respecting their client's financial situation.

### Strategy

Recognize the unique relationship between equine vets, their clients and horses.

### Outcome

Three-part campaign that appeared in multiple equine publications. Winner of 2022 VETTY Award.

## HEARING RESEARCH CAMPAIGN LAUNCH

### Role

Creative Concept &  
Content Strategy

### Team

Creative Director:  
KC Rudolph  
Writer: Erin McCarthy

### Situation

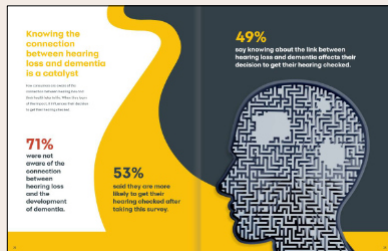
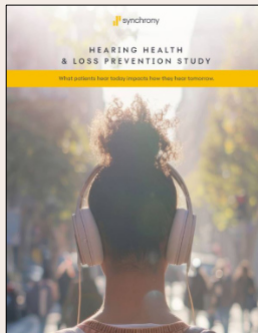
Audiology visits aren't as popular as other health visits, yet they're equally important. To support hearing providers, CareCredit conducted research to better understand patients' barriers to hearing care.

### Strategy

Show providers why their patients will love to hear from them.

### Outcome

Delivered an insights look book, landing page and practice resources. Popular from its launch in 2024. Extended into press releases and used across campaigns in 2025 and 2026.



## HEARING MATTERS MINI LOBBY MAGAZINE

### Role

Strategy, Content  
Direction & Copy

### Team

Designer: Callie Holmes  
Co-writer: Maddie Daniel

### Situation

Low awareness of the importance of hearing screenings means audiology providers can struggle to bring in new patients.

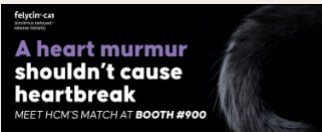
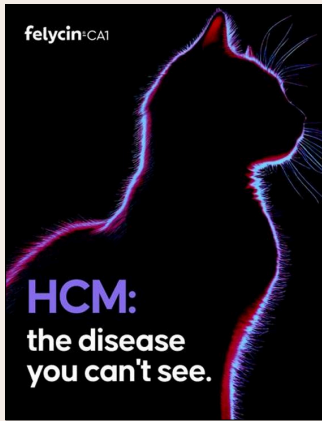
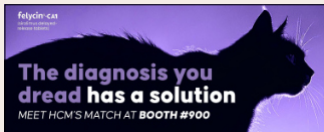
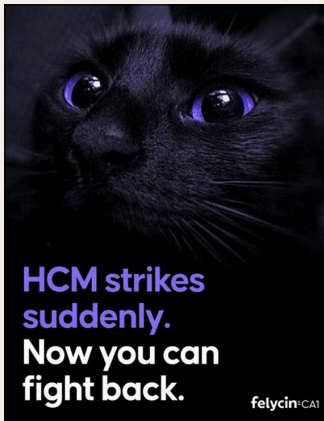
### Strategy

Turn existing patients into advocates to help make hearing screenings become as routine as eye exams.

### Outcome

Extremely popular with audiology practice teams with requests for additional copies.





# Felycin-CA1

## PRODUCT LAUNCH CAMPAIGN

### Role

Brand Foundation,  
Strategy & Concept

### Team

Designer: Callie Holmes  
Writer: Erin McCarthy

### Situation

Most cat owners aren't aware of a serious heart condition that could threaten their cat's life. Treatment options focused on symptom management and keeping the cat comfortable for as long as possible.

### Strategy

Show veterinarians they can fight back against a devastating feline heart disease.

### Outcome

High brand recognition and veterinarian engagement. Repeat requests for additional materials from the sales team. Dozens of organic videos at a major veterinary trade show. Winner of 2025 Vetty Award.

## WEBSITE LAUNCH

### Role

Website Strategy &  
Content Direction

### Team

Designer: Brendan Culp  
Writer: Erin McCarthy

### Situation

Periodontitis is a serious disease in dogs that can lead to tooth loss and gum decay. Veterinarians need a way to repair the gum tissue and save dog's teeth.

### Strategy

Show veterinarians a new way to reconstruct gum tissue.

### Outcome

Winner of 2025 VETTY Award.

ReGum<sup>™</sup> Vet  
by BioChange

HOME VETERINARY RESOURCES FAQ ORDERING INFO

A strong foundation for periodontal tissue repair.

Introducing ReGum<sup>™</sup> Vet — scaffold for the filling and augmentation of bony and periodontal defects in dogs. ReGum Vet is a prescription medical device.

Scaffold technology allows space for tissue repair.

The ReGum Vet dental device is a scaffold, composed of enzymatically cross-linked gelatin, based on BioChange's CellFoam<sup>™</sup> technology. It's a ready-to-use, single piece of biodegradable 3D dry-foam which allows space for the growth of healthy tissue. It's available in both a conic shape for furcations or deep holes, and a flat square shape to treat side pockets.

[MORE ABOUT TECHNOLOGY](#)

By 2 years of age, **80% of dogs** have some form of periodontal disease.<sup>1</sup>

# For a constant state of well-being.

# secure



Secure pet pheromone products mimic the natural signals animals use to communicate safety, comfort and adaptability—promoting a complete feeling of well-being.

- Backed by decades of research.
- Speak your pet's invisible language.
- Help them feel safe in any environment.
- Inspired by how animals naturally release pheromones.
- Created by the original innovator of pet pheromone technology.

PRODUCTS BY SIGNS

**secure cat**

Introducing  
A new era in pet well-being.

12" diffuser | 12" spray

Control pet behavior at home, around the house and people, or on the way for the vet.

**secure dog**

Naturally  
Activate your pet's instinctive sense of safety.

12" diffuser | 12" spray

Help your dog feel at ease during vet visits, the house, travel, around and between family, in busy situations and more.

Make any place their place. Help your pet feel at home wherever they roam.

Restore natural chemical signals in your pet's environment.

INTRODUCING A new era in pet well-being.

Navigation icons: Home, Search, Add, Heart, Profile.

## Secure Pet

### PRODUCT LAUNCH

#### Role

Brand Foundation & Content Direction

#### Team

Designer: Brendan Culp  
Writers: Maddie Daniel & Adam Wilbers

#### Situation

Since their launch 25+ years ago, dog and cat pheromone products remained largely unchanged. Pet owners and clinics had issues with overhearing plug-in diffusers and pets that refused to ignore them. The market needed a new, simpler, more sustainable solution.

#### Strategy

Show pet owners how using pheromones at home helps their pets feel at home.

#### Outcome

Tagline and creative are highly rated and extremely popular with vets and pet owners. Products sold out on Amazon.

## WEBSITE REDESIGN

### Role

Website Strategy &  
Content Direction

### Team

Designer: Callie Holmes  
Writer: Adam Wilbers

### Situation

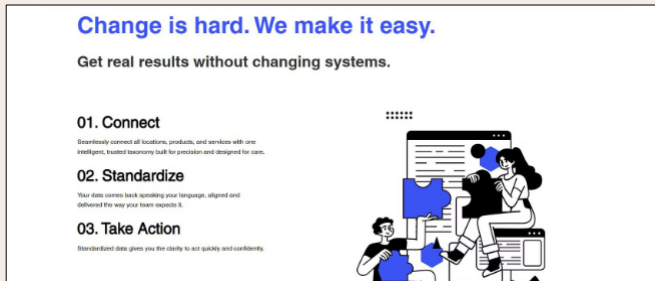
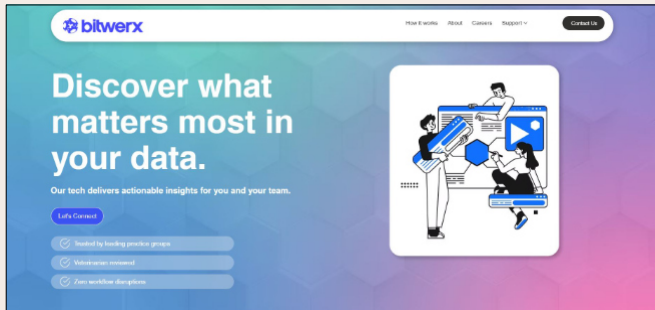
Veterinary practice management systems are a fractured, frustrating mess that many clinics don't want to deal with. They need a solution that pulls together disparate systems into something that's easy to use and saves them time.

### Strategy

Show veterinary clinics that Bitwerx's AI-powered, veterinarian-reviewed system saves time and improves clinic performance.

### Outcome

Delivered a high-converting, single page website based on conversion copywriting best practices.



## THANK A SUPERINTENDENT COMMERCIAL

### Role

Concept & Script

### Team

Videography & Editing:  
Douglas Shepperd

### Situation

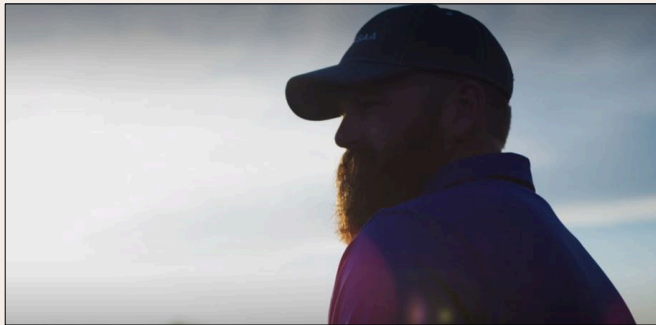
When everything shut down in during the pandemic in 2020, many people turned to golf courses as a way to get outside. COVID-era cleaning practices and social distancing added on to golf course superintendents' already full plates.

### Strategy

Feature a day in the life snapshot to recognize the hard work and dedication of golf course superintendents.

### Outcome

Shot on-location at a local golf course in August 2020. Aired on Golf Channel in 2020.



# Let's chat!

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Questions? Want to work together?

I'm interested in creative and strategy roles.