

# Lauren Waters

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## CONTACT

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## EXPERTISE

Health & Beauty | Animal Health & Veterinary | Financial Services | B2B & B2B2C Marketing

## SKILLS

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

## TOOLS

Mac | Windows | Adobe Creative Cloud | Figma | Canva | Microsoft Office | Teams | Slack | Facebook | Instagram | TikTok | LinkedIn | Reddit | Claude | ChatGPT | Gemini | NotebookLM | Wix | Hubspot | Mailchimp

## HISTORY

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

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

## EDUCATION

Bachelor of Journalism,  
Strategic Communication  
University of Missouri

## 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. Skilled at combining data & cultural insights into high-impact strategies & bold creative concepts.

## 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.

### 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-quality, conversion-focused copywriting & long-form content for integrated campaigns.
- Managed content specialists to develop concepting, writing, editing & professional skills.

### Senior Content Specialist

S&A • Jan. 2021 – Nov. 2022

- Developed original content & copy based on strategic insights & trend research for integrated B2B & B2B2C campaigns.
- Partnered with art directors to develop concepts & content for award-winning print & digital campaigns.