

LAUREN STONE

copy, concepts & content

Essentials **LaurenFStone@gmail.com // 201.925.2522 // laurenfstone.com**

Imaginative storyteller, conceptual thinker, strategic marketer // Helping brands define their voice and connect with their consumers

Experience **CultHealth, an Indegene Company // NY, NY // Mar 2024 - Present**

ACD, Copy // T1D, T2D, Medical Devices, Functional Precision Oncology, MDD

Day-to-day lead for 3 launches across diabetes and mental health with a focus on social (Meta, TikTok, Reddit, YouTube), digital (display, OLV, and CTV) and print executions; manage a team of writers and art directors to help with conception, creation, and implementation of integrated campaign assets across DTC, HCP, pharmacy and disease education verticals; collaborate with external partners to create co-branded launch materials

Patients & Purpose // NY, NY // Feb 2018 - Feb 2024

VP, Group Copy Supervisor // Relapsing MS, Osteoporosis, Dry Eye Disease, Cystic Fibrosis

Pitched, conceived and executed a range of award-winning campaigns through a multi-channel, digital-first approach; vetted, interviewed, scripted and produced ambassador content for both branded and unbranded initiatives; provided agency-wide support for social best practices; managed creative department mentorship and internship programs

Deep Focus // NY, NY // Oct 2014 - June 2017

Senior Copywriter // Nestlé, Unilever, Chiquita, Chobani, Linksys, Ronald McDonald House, Altos Tequila

Concept development for social media and digital campaigns with an emphasis on multi-platform executions, script writing and production

Uproar! [formerly of DDB NY] // NY, NY // May 2012 - Oct 2014

Copywriter // Hasbro, Sesame Street, Topps Candy Brands

Broadcast, print and in-store advertising, internal marketing and sales tools, brand and character development

Brand Now // NY, NY // Aug 2011 - May 2012

Copywriter // Mederma, Unisom, Nestlé, First Response, Mike's Hard Lemonade

Brand and product innovation, product naming and brand positioning for CPG

Uproar! [formerly of DDB NY] // NY, NY // Sept 2008 - Aug 2011

Copywriter // Hasbro, Topps Candy Brands

So nice I worked there twice!

Education **Syracuse University // Bachelor of Fine Arts in Advertising Design**