

# LAUREN STONE

copy, concepts & content

**LaurenFStone.com | LaurenFStone@gmail.com | 201.925.2522**

Imaginative brand storyteller meets innovative, strategic thinker – I'm passionate about helping brands of all shapes and sizes define their voice and connect with their audience.

**VP, Group Copy Supervisor** | Patients & Purpose | NY, NY | March 2021–Present

VP, Copy Supervisor | June 2019–February 2021

Copy Supervisor | February 2018–June 2019

*Bausch + Lomb, Bayer, Biogen, Pfizer, Radius Health, Vertex*

Pitched, conceived and executed a vast range of award-winning campaigns through a multi-channel, digital-first approach; portfolio lead for several brands totaling +\$10mm of business; helped organically grow portfolios year-over-year; partnered closely with account management and strategy leads to ensure concepts and executions were in scope and on strategy; managed multiple junior teams across multiple multi-million dollar brands; provided agency-wide support for social copywriting best practices; managed creative department mentorship and internship programs

**Senior Copywriter** | Deep Focus [now Engine Agency] | NY, NY | June 2016–June 2017

Copywriter | October 2014 – May 2016

*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

**Copywriter** | Uproar! [a DDB agency] | NY, NY | May 2012–October 2014

*Hasbro, Sesame Street, Topps Candy Brands*

Broadcast campaigns, online brand extensions, in-store POS and brand development; mentored and managed junior creative teams including interns; so nice I worked there twice!

**Copywriter** | Brand Now | NY, NY | August 2011–May 2012

*Mederma, Unisom, Nestlé, First Response, Mike's Hard Lemonade*

Brand and product innovation, product naming, brand positioning; created B2B and DTC marketing tools; helped design and facilitate high-output innovation brainstorming for CPG marketing teams

**Copywriter** | Uproar! [a DDB agency] | NY, NY | September 2008–August 2011

*Hasbro, Topps Candy Brands*

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

**Freelance Copywriter / ACD** | Ongoing

*Turner Construction, Red Lion Hotels, Accor Hotels, Blake Envelopes, PlayMonster, Watermelon Road, Mini Melanie & many others*

Branding, taglines, brand stories, style guides, website, packaging and catalog copy for hospitality, CPG, apparel, toy, insurance, non-profit and wholesale clients; social media content creation; broadcast commercials and digital videos across various industries

**Education** | Syracuse University | May 2008 | Bachelor of Fine Arts in Advertising Design