

 LaurenElizabethPayne.com

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 Atlanta, Georgia

SKILLS

- Copywriting and copyediting
- Creative campaign strategy & content curation
- Brand research & communications auditing
- Internal & external channel management
- Event planning & management
- AP style
- Adobe Photoshop, InDesign, Muse
- Canva
- Email campaign & CRM software management
- HTML & CSS (Basic)
- WordPress & Squarespace
- Italian language (Basic)

CERTIFICATIONS

- Hootsuite Platform Certificate
- Codecademy Website Builder

EDUCATION

AUBURN UNIVERSITY

Auburn, Alabama

Bachelor of Arts

Public Relations and Communications,

Italian Studies Minor

Aug. 2013 - May 2017

Magna Cum Laude

BABILONIA ITALIAN LANGUAGE SCHOOL

Taormina, Sicilia, Italia

Summer 2016

LAUREN PAYNE

STORYTELLER. WRITER. STRATEGIST.

I'm an innovative conversationalist with an eye for detail, as well as an independent learner with strong writing, creative problem-solving, campaign development, and planning skills.

EXPERIENCE

MEDIA CAUSE

COPY AND CONTENT MANAGER, September 2023 - March 2024

- Developed a new content strategy, calendar, and resource guide, centralizing MC marketing plans, providing a holistic view of annual content, and improving strategic decision-making
- Owned and refined the blog and case study development process, including facilitating stakeholder interviews, writing, ghostwriting, and editing content, as well as clearing a backlog and initiating a new process for more attainable content quota goals for MC employees
- Conducted competitive analysis & brand audit with key insights on better positioning the brand
- Copyedited sales RFPs & presentations, ensuring brand consistency and improved storytelling

COPYWRITER AND CONTENT STRATEGIST, March 2022 - September 2023

- Developed creative concepts for multi-channel campaigns speaking to specific audiences
- Crafted messaging to fit brand voice & tone, which lead audiences through a cohesive user journey toward a call to action, driving engagement & lead generation for campaign goals
- Collaborated across internal teams and with clients to ensure strategic alignment, ensuring all project goals and deliverables were met
- Created website sitemaps to strategically organize content, and write and edit content pages
- Provided creative recs for client campaigns, upsells, opportunities for growth & future work
- Conducted campaign and client research and audits to support creative strategy

GOODWILL OF NORTH GEORGIA

INTERNAL COMMUNICATIONS SPECIALIST, July 2019 - July 2021

- Curated internal comms strategy and content, growing employee app registrants 20.5%
- Edited and formatted Board Meetings, Town Halls, and internal meeting and event presentations, ensuring a cohesive narrative and branding across the agency
- Redesigned New Hire Orientation training presentation, ensuring clarity and concision
- Championed new events, increasing employee engagement in annual events up to 10%
- Created internal pandemic response plan, coordinating with executives to execute a series of campaigns on safety and wellness, resources, FAQs, and morale, increasing employee engagement with agency comms by 24% in email and 183.33% in-app views
- Wrote and designed success stories and DEI initiatives in coordination with leadership

MOUNTAIN VIEW GROUP

MARKETING COORDINATOR & SOCIAL STRATEGIST, Oct. 2017 - Feb. 2019

MARKETING INTERN, June 2017 - Oct. 2017

- Managed The Coca-Cola Company account, including project timelines and budgets
- Designed, wrote and edited scripts, presentations, and proposals for MVG and clients
- Developed organic social strategy for MVG, increasing monthly impressions by 662%
- Acted as production assistant and voiceover talent for client video shoots