

Lauren Chartuk

Content Marketer

CONTACT

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☎ (540) 841-7465

ABOUT ME

Hard-working, creative and proactive. Specializes in effective and fun copy. Ambitious, collaborative and always eager to learn new things. Loves research, writing and travel.

EDUCATION

Master's in Humanities

University of Chicago
GPA 4.0 | 2021

Bachelor's in English Literature

Virginia Commonwealth University
GPA 3.8 | 2017

TECHNICAL SKILLS

Google Analytics
Google Ads
Research engines
Adobe Suite (InDesign, Photoshop, Premiere)
Ableton
SEO practices
Semrush
CMS (WordPress, WebFlow, eCommerce, WP Themes: Kadence, Elementor)
Slack, Zoom, Discord
Canva
Google Workplace
MS Office
Jasper AI
HTML, JSON
Submittable

LANGUAGES

English - Native
French - Intermediate

PUBLICATIONS

"Review: Julián Herbert's *Bring Me the Head of Quentin Tarantino*" forthcoming in *Chicago Review* (2023)
"Four Urns and a Photo", *Poictesme Literary Journal* 2017, pp. 52-75.
"Man in the Moon" in *Rabble*, *Poictesme Literary Journal*, 2017, pp. 8-13.

MARKETING EXPERIENCE

Content Marketing Manager | 2021 - Present

Rescue Marketing

- Research and develop digital marketing campaigns from concept to publication for clients across industries
- Write copy for websites, email marketing, social media posts, scripts, and internal processes
- Manage campaign goals with routine client meetings, data analysis and internal timeline reviews
- Create web pages in WordPress with CSS, tags, structured data

Copywriter | 2018 - 2019

Arturo Stories

- Developed a pitch deck for investors and clients to introduce the start-up and the B2B SaaS product
- Wrote copy for the website and social media and developed an online presence and style guide
- Grew online engagement from ground up to 4,000 monthly visitors through dynamic social media and email campaigns

Campaign Writer | 2015

Chesapeake Climate Action Network

- Created marketing plans for social media, email list-serves and websites with VA and MD teams
- Wrote and edited copy for online blog and social media platforms targeting a wide-range of audiences

CONTENT EXPERIENCE

Fiction Editor | 2020 - Present

Chicago Review

- Write a book review of new fiction published within the previous year (forthcoming in 2023)
- Critique 20-25 fiction submissions per month in Submittable software

Content Designer | 2016 - 2017

Freelance

- Edited interviews in Ableton for a podcast published daily on multiple audio platforms
- Created graphics that followed unique brand guidelines for clients across industries
- Planned events for product releases

Editor-in-Chief | 2016 - 2018

Poictesme Literary Journal

- Facilitated print publication process between internal editors, external staff, and print facility
- Planned and hosted release events digitally and in-person