

# Lauren Hargrave

Lhhargrave(at)gmail.com  
(415) 728-7820  
WriterLauren.com



Articles • Copywriting  
Creative Services

## Articles • Vistage (12/2010- current)

I work closely with the Vistage Communications Director and develop articles that appear in newsletters, press releases, and within the organization's online community.

Topics include:

- Achieving Work/Life Balance.
- Honorees on the ICIC 100 list.
- Benefits of Cloud Computing for Small Businesses.
- Interview with Kris Carter, the first high-ranking female executive at Kawasaki.
- Multiple stories on "Best Practices".
- Interviews of other high-ranking executives.

## Blog Posts • STDLawsuits.com (10/2010-12/2010)

I maintained a blog on STD-related topics for a law firm that prosecutes people who knowingly give others STDs.

Topics include:

- HPV Treatment.
- Pregnant with Herpes, Know Your Options.
- Dating with Herpes.
- Pelvic Inflammatory Disease, the Leading Cause of Infertility.
- Chlamydia, the Elusive Cause of Infertility.
- STDs and Pregnancy.
- How to Get Tested for STDs.

## SEO Content Development • TopDekk.com (5/2011- 7/2011)

I worked closely with the founder and Director of Marketing to collect and develop syndicated and original content for the purpose of driving traffic to TopDekk.com. I sourced content across all mediums including pictures, videos, news stories, blog posts and recipes; I formatted the content, wrote introductions, negotiated syndication rights, and developed original stories utilizing key words. The two month project resulted in an increase in unique visitors by 35%.

## Website Copy • Law Offices of Kenneth Wilhelm (1/2011-2/2011)

I developed copy for the 50-page company website of this personal injury law firm.

## Articles • Active.com (4/2011- current)

I am a regular contributor to the women's section of Active.com.

Topics include:

- Injury Free Endurance Training.
- 5 Foot Exercises to Make You Faster (this was the most popular article for the site in June 2011. It received over 60,000 views and over 850 "likes" on Facebook).
- 6 Safety Tips for Runners.
- Nutrition Tips For Hot Workouts.

## Blog Posts • TopDekk.com (2/2011- current)

Top Dekk is a new nautical apparel brand for women and I am a regular contributor to the company's community. .

Topics include:

- Celebrity Nautical Style and How to Get It.
- Fashionable UV Protective Clothing.
- Interview with Dawn Riley, the first woman to manage an America's Cup syndicate.
- Interview with Jody McCormick, a woman who completed the Double Handed Race to Hawaii in 2010 with her husband.
- Interview with Liz Clark, an environmentalist sailing solo around the world.
- Interview with Founder, Carolann Dekker.
- Review of dating website: Lovesail.com.

## Promotional Copy • Zaggle (3/2011)

Zaggle is a technology company who developed an application ("Songs with Friends") that allows users to text songs and videos from iTunes, YouTube, and other social media. Users also have access to the thousands of audio and video files Zaggle has collected of the hottest up-and-coming indie rock bands. I developed the following promotional copy for this application:

- Apple Store Application Homepage (Audience: Consumer).
- Artist Homepage on Zaggle website (Audience: Indie Bands).
- Letter to Indie artists and their managers soliciting their audio and video file submissions (Audience: Indie Bands and their managers).

### Creative Writing • Black Chicken Studios (9/2010-1/2011)

I developed storylines for two choose-your-own-adventure videogames: Academagia and YouCube. Academagia is geared towards children ages 7-13 and allows them to enroll in a school of magic, pick a “college” and a fanciful sidekick based on their interests. These choices largely determine the adventures they have. YouCube is a videogame for every adult who relates to *The Office*. The adventures are based on such professional mainstays as “Bring Your Child To Work Day,” and “climate control” within the office. All adventures are designed to make the player laugh.

### Creative Writing • *Defenestration* Magazine (8/2010)

My short fiction piece, “Cookies”, was published in the literary magazine, *Defenestration*, in August 2010.



### Website Copy • Kelly Law Firm (11/2010)

I developed copy for a website dedicated to this law firm's class action suit against the makers of Darvon and Darvocet.

### Website Copy • Gloss Salon and Boutique (12/2010)

I developed web copy for this local hair salon.

### Website Copy • Sandra Timmons for School Board (10/2010)

I developed web copy for Sandra Timmons' School Board election campaign.

### Senior Financial Analyst • NorthMarq Capital (10/2006-6/2010)

NorthMarq Capital is a Commercial Mortgage Banking Firm with 43 offices located throughout the United States. Here I was responsible for underwriting the financial performance, market location, and tenant make-up of commercial real estate properties. I also produced marketing materials, detailed underwriting reports and monthly newsletters for the San Francisco office.

### Senior Financial Analyst • Capmark Finance f/k/a GMACCM) (5/2005-10/2006)

Capmark Finance is a Commercial Mortgage Banking Firm with a presence in most major US markets. Here I was responsible for underwriting the financial performance, market location, and tenant make-up of commercial real estate properties. I also produced marketing materials, detailed underwriting reports and monthly newsletters for the San Francisco office.

### Education • UC Santa Barbara (9/1998-6/2003)

Bachelor of Arts, Political Science

### Personal Projects

I have maintained my blog, “50 Two Cents,” since October 2009, where I write about one-week challenges from my friends and family. I am currently turning this experience into a book.