

# LAUREN KRUEGER

WRITER, EDITOR, AND MARKETER

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## PROFILE SUMMARY

I am an effective, personable communicator with valuable writing, editing, and marketing experience. Through my professional experiences, I've found a passion for creatively communicating through writing and marketing materials alike. I am now seeking an exciting new writing position with an imaginative and collaborative company.

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## PROFESSIONAL SKILLS

Communication	Editing & Proofreading	Adobe InDesign	Project Management
AP Style	Copywriting	Microsoft Suite	Google Suite

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## WORK EXPERIENCE

**Marketing Administrative Assistant** February 2024–Present

**Ogi Eyewear, Minneapolis, MN**

- Support the marketing and sales team across seven eyewear brands while maintaining brand voice and style for each, effectively communicating between departments, sales representatives, and more.
- Uphold current processes while improving facilitation and project management.
- Responsible for overseeing and managing the work of the interns and freelancers, acting as the go-between regarding feedback from upper management.

**Marketing Communications Coordinator** April 2023–November 2023

**Xcel Energy, Minneapolis, MN**

- Draft copy including blog posts, letters and emails, various corporate and customer communications alike.
- Edit copy in adherence to both AP Style and Xcel Energy's brand guidelines.
- Manage projects and deadlines simultaneously using both personal organizational methods and the project management software Asana. Was laid off due to budget constraints.

**Editorial Apprentice** September 2021–May 2022

**Dotdash Meredith, Des Moines, IA**

- Brainstormed and wrote content for *Traditional Home* magazine, as well as interviewed subjects, assisted with photoshoots, and re-organized the magazine's recipe database through the content management system.
- Bylines in the Spring and Summer 2022 print issues of *Traditional Home*, on Better Homes & Gardens' website, as well as the winter 2022 editions of *Farmhouse Christmas* and *Christmas Ideas*.

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## EDUCATION

2018–2022

**Bachelor of Science, Journalism and Mass Communication**

**Iowa State University, Ames, IA**

- Graduated magna cum laude, lifetime membership in the journalism honor society Kappa Tau Alpha, earned Dean's List distinction all eight semesters.
- Minor in apparel merchandising and design.