

# LAUREN KRUEGER

WRITER AND EDITOR

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## PROFILE SUMMARY

I am a journalist and communicator with valuable writing and editing expertise. Through my professional experiences, I've found a passion for communicating a wide range of stories in a creative manner. I am now seeking an exciting new writing position with an imaginative, collaborative company.

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## PROFESSIONAL SKILLS

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

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## WORK EXPERIENCE

**Contributing Writer** August 2023–Present  
**Dotdash Meredith, Remote**

- Write content for the magazine *The Spruce* on the bedding, bath and home decor beat.

**Marketing Communications Coordinator** April 2023–Present  
**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.

**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.