

# Lauren Trunfio

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## EDUCATION

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**Temple University, B.A Communication Studies**

Philadelphia, PA | **August 2019 – December 2022**

- Cumulative GPA: 3.77/4.0
- Minor: Content Creation
- Coursework: Copywriting for Print and Web, Brand Strategy and Research, Digital Media and Advertising, Personal Branding, Entrepreneurial Journalism, Narrative Persuasion

## EXPERIENCE

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**Digitas Health, Associate Copywriter**

Philadelphia, PA | **April 2023 – September 2023**

- Crafted copy geared towards health-care professionals, and was the lead copywriter for 5+ print and digital advertisements across multiple platforms
- Created manuscripts utilizing medical literature and other resources to write credible copy and keep the brand promotion current
- Translated concepts into effective messaging and ensured copy tone and style were consistent with brand guidelines
- Led internal reviews and collaborated with art-partners to present concepts in front of clients and stakeholders

**This is it Network, Editorial Coordinator**

Philadelphia, PA | **September 2022 – April 2023**

- Spearheaded the curation of editorial content by drafting 5+ weekly blog posts that promoted brand partners, community members, and events
- Managed the campaign development of 6 brands by establishing copy across multiple channels to increase brand awareness and build community
- Conducted market research for 6 clients, including interpreting survey results, identifying competitors, and analyzing market trends
- Coordinated weekly strategic marketing meetings and organized biweekly live events to promote products and services

**Digitas Health, Copywriter Intern**

Philadelphia, PA | **June 2022 – August 2022**

- Conceptualized and partnered in developing copy and successfully pitched an internship group project to a panel of judges and 100+ attendees
- Created 5+ TikTok executions to provide label marketing for an emerging drug
- Established and implemented a set of content guidelines used to promote consistency in labeling and branding for an emerging drug
- Verified product information annotations and matched referenced claims for an emerging therapeutic drug

**Del Val Media, Editorial Writer Intern**

Marlton, NJ | **September 2021 – December 2021**

- Wrote promotional copy for a total of 5+ magazines in South Jersey
- Conducted primary research through key opinion leader interviews and secondary research to advertise events occurring in the South Jersey region
- Proofread manuscripts and corresponded with the Assistant Editor to ensure content was SEO optimized

**Bells and Whistles Creative Studio, Communications Intern**

Philadelphia, PA | **February 2021 – April 2021**

- Created market research Typeform surveys, and experimented with A/B testing to refine and establish a reputable business model
- Drafted over 20+ content emails for investor outreach and corresponded with over 10 angel investors over a 6-week period
- Designed websites for clients using Squarespace, and utilized other platforms such as Slack, Calendly, and Trello to effectively communicate with the team

## EXTRACURRICULAR EXPERIENCE

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**Her Campus, Editor and Staff Writer**

Philadelphia, PA | **August 2020 – June 2022**

- Managed a team of 10-15 writers, assigned article topics, ensured deadlines were met, and contributed articles biweekly
- Led editing process and reviewed 100+ articles per semester to distribute onto the Her Campus website

**Refine Magazine, Staff Writer**

Philadelphia, PA | **September 2021 – May 2022**

- Contributed 5+ monthly articles to Refine magazines blog focusing on topics including feminism, pop culture, and campus life and news
- Mentored team of 5 undergraduate writers, assisting with skills such as ideation and SEO optimization

## SKILLS & INTERESTS

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**Technical Skills:** Adobe CC Express, Adobe Lightroom, Canva, Squarespace, Microsoft Office, G Suite, Wordpress, Wix