Lauren Patetta

Writer, Researcher, & Marketing Strategist

Brooklyn, NY
lpatetta51@gmail.com
laurenpatetta.com

EXPERIENCE

Block O'Toole & Murphy, New York— *Marketing & PR Strategist*

April 2024 - PRESENT

Drafted, edited, and published long-form journalistic content, blog posts, press releases, email copy, and social media captions to boost brand awareness, educate audiences, and improve search performance.

Led a revamp of the firm's PR strategy by analyzing current metrics and identifying areas to improve, handling media outreach, pitching stories to press outlets, and refining content for AI search discoverability.

Researched legal news, trends, and case rulings to maintain accuracy and relevancy across content on the website and social media channels.

Managed content across the firm website, off-site directories, and social media.

The Jed Foundation, New York— *Comms. Writer and Researcher*

JULY 2022 - DECEMBER 2023

Wrote and published articles, blog posts, newsletter copy, and email campaigns to drive the organization's mission of youth suicide prevention.

Conducted extensive research on the latest mental health data and trends by reviewing studies and interviewing industry specialists.

Managed donor relation campaigns by creating email marketing campaigns, organizing fundraisers, and tracking student engagement.

L'Oreal, New Jersey— *Communications Assistant (Contract)*

JANUARY 2022 - JULY 2022

Supported corporate communication campaigns for the North America zone by drafting and sending department-wide emails, writing internal articles, managing town halls, planning large-scale events, designing print materials, producing video content, and developing a new internal newsletter.

Freelance, Remote— *PR and Social Media Consultant*

JANUARY 2021 - APRIL 2024

Wrote, researched, and published news and blog content for industry-specific organizations, including the Health Action Alliance (public health), Lascari Law (legal), and the Cheuse Center (nonprofit).

Spearheaded public relations campaigns for debut authors by crafting press releases, social media posts, query letters, and newsletter content.

EDUCATION

American University
B.A. in Journalism
Minor in Creative Writing
Summa Cum Laude, 4.0 GPA
2017-2020

Emerson College
Certificate in Copyediting
April 2025

AWARDS

Participated in Futurescapes, an international writing workshop with very limited enrollment.

Inducted to Kappa Tau Alpha, a national honor society for journalism.

Awarded the Gridiron Scholarship, a journalism excellence scholarship.

SKILLS

Adobe Creative Cloud
CMS
Copywriting and Editing
Email Marketing Platforms
Google Analytics 4
HTML/CSS
Press Communications
Pitch Management Platforms