

Lauren Patetta

Writer, Researcher, & PR Strategist

Brooklyn, NY

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EXPERIENCE

Block O'Toole & Murphy, New York— *Public Relations 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 digital search performance.

Led a revamp of public relations strategy by handling media outreach, pitching stories to press, and refining messaging for target audiences.

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

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, tracking engagement, and communicating with students who utilized the organization's services.

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.

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

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

Content Management Systems

Copywriting and Editing

Email Marketing Platforms

Google Analytics 4

HTML/CSS

Press Communications

Pitch Management Platforms

Social Media

