

Practicality
Integrity
Sparkle

CONTACT

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- Cleveland, Ohio, USA

EDUCATION

The College of Wooster, 2011
BA, Communication Studies

Penn State University, 2014
MA, Communication Arts
and Sciences

Penn State University, 2017
Ph.D., Communication Arts
and Sciences with
a graduate minor in WGSS

SKILLS

- Content strategy, writing, editing, and proofing
- Interviewing subject matter experts
- Technical writing
- Instructional design
- Public speaking
- Diversity, equity, and inclusion

Lauren Camacci

I am practical, personable, and helpful. I think quickly on the fly and work well with colleagues of any rank to address challenges in creative ways. I strive for continuous improvement and hold myself to a high standard. You will always get my best work. I bring a decade of proven expertise in written, spoken, and instructed English, and I create compelling copy across various media, specializing in highly technical B2B subject matter. I'm also known for my eyeglasses fashion.

EXPERIENCE

SENIOR CONTENT SPECIALIST, FAHLGREN MORTINE
November 2023 to present

CONTENT SPECIALIST, FAHLGREN MORTINE
June 2021 to November 2023

In this role, I interview subject matter experts and use research to draft compelling, technically rigorous copy on challenging subjects to create white papers, blogs, LinkedIn posts, bylines, site copy, and more. My B2B clients include industrial polymers, specialty antifreeze, composite building materials, energy transition, critical digital infrastructure, and warehouse automation.

Some of my tangible accomplishments include two bylines selected as a cover story on for a trade publication and rewriting over 100 pages for a new client website, which won a Greater Cleveland PRSA Silver, and writing/editing 30 client pages on a one-month deadline for a website that won a Gold AVA Digital Award.

Among my intangible accomplishments is consistent commendation for professionalism and collegiality, timeliness, and clear communication with colleagues and clients. My colleagues have also counted on me to raise a hand to offer additional help, including covering a colleague out for surgery.

I served a two-year term on the Diversity, Equity & Inclusion (DE&I) Committee, where I championed an agency-wide interfaith calendar, adding employee pronouns to intake paperwork, creating an informal discussion space on Slack, and serving as committee scribe.

I leverage years of university education experience to create in-house professional development lessons including "Rethinking Presentation Styles" and "WCAG 101," in collaboration with the Corporate Communications team. I create compelling lesson plans & presentations with measurable learning outcomes. Post-course data from "WCAG 101" showed over 96% satisfaction with the new course design tested.

Work samples and references available upon request.

LAUREN CAMACCI EXPERIENCE (CONT'D.)

CONTENT WRITER, INEDO

July 2019 to June 2021

This role demanded quick “working use” of complex technology, including a small amount of coding, to ensure accurate content. I created, edited, published, and maintained content across multiple media including website, blogs, social media, newsletters, email marketing, ads, long-form content, technical documentation, and in-tool messaging, as well as CEO statements, using both Agile and Waterfall methods as required per project. My role included daily use of HubSpot marketing automation software.

Beyond my specified technical writing tasks, I proofread & edited written work by other staff to ensure quality & brand consistency. I also performed some HR-related duties (no HR department on-site), including hiring, training, and mentoring personnel. I regularly collaborated with the Inedo Japan team, both for writing and personnel-related tasks. I also served as the acting marketing manager from February 2020 to June 2021.

Work samples and mentorship references available upon request.

POST DOCTORAL TEACHING FELLOW, PENN STATE UNIVERSITY

Aug. 2017 to May 2019

GRADUATE ASSISTANT, PENN STATE UNIVERSITY

Aug. 2011 to Aug. 2017

I taught approximately 2,000 undergraduate students while studying, publishing original research, and performing academic service. My core courses were “Effective Speech” and “Persuasion and Propaganda.”

My accomplishments include serving as Assistant Director of the Basic Course, redesigning the “Persuasion and Propaganda” course for the department, and producing five publications, 20 conference presentations, and eight invited presentations, including guest lectures and podcasts.

I left academia in spring of 2019. I was unwilling to chase single-year jobs around the country and chose instead to trust my skills and traits and restart with a new career in Cleveland.

Teaching, research, and publication samples available upon request.

BEYOND “9 TO 5”

ASSISTANT CHAIR, THE HARRY POTTER ACADEMIC CONFERENCE AT CHESTNUT HILL COLLEGE,
2015 to present

CASHIER, SHEETZ #552 (FLEX AT #801), Sept. 2019 to present

FREELANCE WRITER, 2015 to present

VOLUNTEER, AFFOGATO CAT CAFÉ, AMERICAN CANCER SOCIETY CATTLE BARON'S BALL
(MAHONING VALLEY), COLLEGE OF WOOSTER 2011 CLASS SECRETARY

CRAFTING, CROSS STITCH, WATERCOLORS, CROCHET, AND MUCH MORE

CATMOM, ZOWIE (SAID “ZOEY”)