
LAUREN CASH

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July 2021-Present

Freelance, *Editorial Director | Writer | Naming Specialist*

Leading the storytelling and narrative for brands around naming, scriptwriting, voice & tone development, advertising, campaigns, taglines, email marketing, product copy, landing pages, websites, short form, long form and blog posts.

Clients include:

Brain Center, Inc., Tokyo/Osaka, Japan

Dorai Home, Salt Lake City, UT

Facet AI, San Francisco, CA

GivePower Non-Profit Organization, San Francisco, CA

Le Monde Gourmand, Brooklyn, NY

Undone Beauty, Brooklyn, NY

April 2022-June 2023

Landor & Fitch, New York, NY, *Sr. Manager Naming & Verbal Identity*

Created verbal strategies for clients around naming, nomenclature, messaging, brand voice, taglines, content development, brand stories, manifestos and positioning statements. Worked across B2B and B2C to unlock real-world solutions, walked clients through presentations and developed creative approaches with cross-functional teams.

October 2017-June 2021

Stitch Fix, San Francisco, CA *Copy Manager/Sr. Copywriter, Global*

Led a team of writers to ensure a strong, recognizable and relevant voice was communicated and executed across campaign and brand work. Partnered with cross-functional teams and utilized data to create persuasive messages and compelling stories across email, paid search, social, growth and UX. Wrote scripts and selected/directed outside creative talent on television and voiceover projects. Executed high-level concepts and programs with internal creative teams and external agency partners.

June 2016-September 2017

Gap Inc./Banana Republic, San Francisco, CA *Sr. Global Copywriter*

Maintained the voice & tone, personality, attributes and overall brand and product positioning. Developed seasonal campaigns and wrote customer-centric copy for projects as needed. Created all domestic and global window copy, as well as in-store signage for brand identification and consistency across all channels. Contributed to large scale campaign work to ensure consistency between print, event creative and digital surface. Worked closely with the designers, marketing and PR teams to drive toward business objectives.

January 2013-June 2016

Freelance, *Sr. Copywriter & Editor*

Provided content and creative solutions for product launches domestically and internationally, creating lipstick, eyeshadow and blush shade names, conceiving holiday campaigns, writing press kits, naming new products, coming up with witty copy, and working closely with Legal and R&D for all content.

Clients included:

Bare Escentuals (Shiseido Group), San Francisco, CA

Madison Reed Haircare, San Francisco, CA

Rainbow Apparel Co., Brooklyn, NY

Rodan & Fields Dermatologists, San Francisco, CA