

LAURA GUZIK COHN

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Senior-level copy and content writer with a film, television, publishing, and digital background, including creative direction, producing, and editing.

EXPERIENCE

Senior Writer/Researcher, Ninety.io, Los Angeles, CA. May 2023-July 2023

- Content research and creation for SaaS EOS company.

Senior Copywriter, Crexi, Los Angeles, CA. January 2022-November 2022.

- Copy and content creation including branded content, CRM, email, and social for CRE exchange SaaS platform.
- Digital storytelling, brand copywriting, and marketing creative.
- Proofreading and approval of all copy that goes through the marketing department.

Senior Copywriter, Readict, San Jose, CA. November 2020-December 2021.

- Copy and content creator and digital storyteller for user acquisition, author programs, and social media for a top reading app.
- Edited manuscripts and newsletters.
- Created and managed editorial calendar.
- Contributed to the bi-monthly newsletter.

Senior Copywriter, Basepaws, El Segundo, CA, January-May 2020

- Copy and content creation for all digital channels including website content, one-sheets, white papers, eCommerce, branded content, and social media for a feline B2C genetic testing company.
- Created and managed the editorial calendar.
- Wrote, edited, and proofread all blog posts.

Senior Copywriter, Starlight Children's Foundation, Culver City, CA, July-October 2019

- Created copy and content for fundraising campaigns Stream For Starlight and Give Happiness, website relaunch for starlight.org, and some social media channels for a nonprofit.
- Co-created branding and copy manuals.
- Created branded content with corporate partners.
- Managed blog posts and interviewed people who helped SCF reach its goals.

Copywriter/Web Content Editor, VCA, a division of MARS, Los Angeles, CA. January 2018 - April 2019

- Edited and maintained 750+ animal hospital websites using Sitecore CMS.
- Created SEM copy and content for other departments as needed.
- Contributed to e-commerce brainstorming and content.

Content Creator Consultant, SmartyPants Vitamins, Venice, CA. April-August 2017

- Creative marketing writer, digital storyteller, and editor for social media, website, Amazon, blog posts, and any other marketing needs for gummy vitamin and supplement company.
- Crafted e-commerce descriptions and created branded content.

Digital Copywriter Consultant, Technicolor, Los Angeles, CA, October 2016-January 2017

- Copy and content writer, digital storyteller, and editor for Technicolor.com's The Future Trust, highlighting ongoing advancements in storytelling, content experiences, and emerging technologies of the Hollywood giant.

Senior Content Writer, Precise Online, Santa Monica, CA. March-September 2016.

- Content writer and editor for dental, veterinary, and financial clients. Specialized in landing pages, one-sheets, banner ads, white papers, SaaS, and sales funnels with heavy CTAs and immediate performance metrics.

Senior Copywriter/Producer, Catur Agency, Redondo Beach, CA. November 2015-March 2016.

- Copy, content, and PR writer and editor for Office Beacon, LLC.
- Collaborated and strategized future events and company focus.
- Aided in e-commerce strategy and branded content creation for the SaaS model.

Writer/Producer, ReBoot Entertainment, Los Angeles, CA. March-September 2015.

- Wrote, researched, story boarded, and produced episodes of 'Celebrated', a celebrity biography program for the REELZ Channel.

Marketing Editor Consultant, Scopely, Culver City, CA. January-March 2015.

- Wrote and edited content and copy for push notifications, ASO, SEO, and CRM for mobile gaming.
- Created branded content for all games.

Owner/Operator, Monkey Butler LA, Los Angeles, CA. January 2008-March 2014.

- Personal assistant/concierge and writer assistant for several high-profile clients.

Head Writer/Creative Director, Monkey Butler Ink, Los Angeles, CA. January 2004-ongoing.

- Copy, content, social media, scriptwriter, and editor for Pop TV, Double Secret Agent, HSH Preschool, ThinkLab, haleARTS SPACE Build-A-School/Save the Children, plus numerous scripts and plays.

BOOK LEARNIN'

- Creative Gymnastics Writer's Workshop with Kristin Hanggi, Los Angeles, CA.
- Writer's Boot Camp with Jeff Gordon, Santa Monica, CA.
- Continuity and Script Supervision, UCLA Extension, Westwood, CA.
- University of Wisconsin - Milwaukee. English major, double minor in History and Film Studies.
- University of Wisconsin - Parkside. Pre-Med. Stop laughing.

NOT A CIRCUS FREAK – JUST MULTIFACETED.

- Seasoned editor and proofreader.
- Extensive social media background with Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube.
- iOS and PC—I am accomplished on both platforms and most programs such as Office Suite, Google Docs, Lark Suite, Adobe Suite, iPhone/iPad, and Android.
- Final Draft expert with screenwriting and script coverage experience.
- WordPress, Gatsby, and SiteCore proficient. Like I won't erase your website or anything.
- Experience with Google Analytics and Facebook Insights.
- Asana, Teams, Zoom, Trello, Slack, Lark—I can organize with it or converse on it.
- Hyper-organized with outstanding research capabilities.
- Excellent written and verbal communicator.