

Lauren Howell

Creative copywriter breaking the mold through bold, innovative ideas that make an impact.

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EXPERIENCE

Goodby, Silverstein and Partners, San Francisco— Copywriter

FEBRUARY 2024 - PRESENT

Worked with major brands including BMW, Xfinity Mobile, Samuel Adams, Doritos, Lays, and Capri Sun to make authentic and insight-driven work. Collaborated with multiple Art Directors and Creative Directors, focused on writing scripts, headlines, and social media content.

Goodby, Silverstein and Partners., San Francisco— Intern

MAY 2023 - FEBRUARY 2024

Learned the ins and outs of copywriting while working mostly on BMW, Idorsia, and Samuel Adams. Joined new business pitches, ideated on Super Bowl campaigns, and orchestrated 41 BMW projects - from banners to dealer kits.

Brigham Young University Alumni Association, Provo, Utah — Journalist and Social Media Manager

DECEMBER 2022 - MAY 2023

Conducted interviews and research, creating human interest stories for the alumni magazine. Successfully managed the alumni social media accounts, increasing non-follower engagement by 400% with captivating content creation.

EDUCATION

Brigham Young University, Utah — Bachelor of Arts in Communications with an emphasis in Advertising.

2019 - 2023

Participated in the BYU AdLab, creating a multimedia portfolio as well as working with real clients including Amazon and the Utah Department of Commerce. Attended the Cannes Lion Festival and was able to tour agencies across the world for portfolio reviews.

SKILLS

Copywriting

Creative Concepting &
Development

Scriptwriting

Brand Voice Development

Social Media Expertise

Editing & Proofreading

Google Suite

AWARDS

One Show - Shortlist
La Pieza - Shortlist

SERVICE

**Volunteer, Roseville, CA –
The Church of Jesus Christ of
Latter-day Saints**

2017 - 2019

Assigned to train other volunteers and leaders. Played a major role in relief efforts following the Camp Fire in Paradise, CA.

