

LAURA GRATHWOL

SENIOR COPYWRITER

CONTACT

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[Website](#)

[LinkedIn](#)

PROFILE

Expert senior copywriter, crafting engaging, on-brand B2C and B2B messaging that informs, inspires, entertains, drives action, and gets results.

I'm a creative and strategic thinker who's highly collaborative, confident and calm, an avid learner and quick study, and a valuable teammate. Word lover. Nice person.

SKILLS

Advertising

Direct Mail

Social

Websites

Email Campaigns

Video & Radio

Lifestyle Blogs

Presentations

Shopper

Sell Sheets

Naming/Taglines

Experiential

EXPERIENCE

LAURA GRATHWOL COPYWRITING

Freelance and Contract

Ongoing/Current

Minneapolis Area, MN

- Freelance/contract projects for brands including International Dairy Queen, Kroger, LifeLock, Medtronic, Travel Guard, U.S. Bank, and more.

HAWKEYE AGENCY (PUBLICIS GROUPE)

Senior Copywriter

September 2021 - February 2023

San Francisco Bay Area/Remote

- Collaborated with creative directors, art directors, strategists, and account leads on CRM campaigns.
- Developed email, direct mail, website, social, and experiential concepts and copy aimed at targeted consumer audiences.
- Clients included Brookdale Senior Living, NRG Energy, Delta Airlines, Sparkling Ice, San Diego Zoo, Sandy Spring Bank, and ad hoc projects as assigned.

EDUCATION

Lawrence University
Bachelor of Arts - Music

OPTUM & UNITEDHEALTHCARE

Senior Copywriter/Editor

June 2017 - August 2020

Eden Prairie, MN

- Developed relevant and actionable messaging to health-plan members with the goal of increasing engagement to positively affect health and wellness outcomes.
 - Projects included email campaigns, newsletter articles, brochures, direct mail, website copy, landing pages, webinars, and promotions.
 - Researched complex medical topics and simplified information to fourth- or sixth-grade reading level, depending on audience demographic.
 - Collaborated closely with marketers, content strategists, UX, key stakeholders, and subject-matter experts..
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I BRING :

Creativity

Strategic Thinking

Versatility

Enthusiasm

Mentorship

Thoughtful Listening

Empathy

Respect

Humor

I AM :

Engaged

Curious

Confident

Thick Skinned

Nimble

Always Learning

Well Read

Wise

Insightful

Devoted

Appropriately Irreverent

CATAPULT MARKETING,

Senior Copywriter (contract)

April 2018 - November 2018

Minneapolis, MN

Concepted creative approach and developed copy for major retailers' shopper marketing initiatives.

- Work included data-driven, targeted digital communications (email campaigns, social media, blog posts), online and in-store promotions, POS, and cause-marketing campaigns.
- Clients included Target, Kroger, Nestlé Health Science, Clorox, and Kellogg's.

JT MEGA ADVERTISING

Senior Copywriter

February 2007 - August 2015

Minneapolis, MN

Collaborated with agency team partners to execute creative concepts for prominent food companies.

- Clients included Hormel, General Mills, Schwan's, Jennie-O Turkey Store, Cargill, and Land O' Lakes, and more, aimed at both foodservice audiences and consumers.
- Work included digital and print ads, sell sheets, websites and social, branding and positioning, collateral and direct mail, in-store, promotions, trade shows, radio, TV, and video, and client presentations.

BBDO

Senior Copywriter

March 2002 - July 2003

Minneapolis, MN

Developed creative concepting and copy for integrated marketing campaigns.

- Clients included Hormel, Schwan's, Old Country Buffet, and Jennie-O.
- Work included online promotions, sales training materials, newspaper inserts, print ads, promotional events, and more.

THE LACEK GROUP

Senior Copywriter

October 1998 - July 2001

Minneapolis, MN

- Concepted and wrote direct mail campaigns, print ads, and promotions for consumer and B2B loyalty programs.
- Worked closely with art director partners and marketing managers to ensure impactful ideas that resulted in increased awareness and customer retention.
- Clients included Starwood Hotels, National Car Rental, FedEx, Singapore Airlines, and OAG.

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