

LAUREN O'SHAUGHNESSY

SUMMARY

Dedicated writer and nonprofit director experienced in content strategy, educational resource creation and production of mental health advocacy campaigns. Past experience in communications and marketing at small to mid-size digital agencies. Highly organized, proactive and committed to ongoing professional development.

EXPERIENCE

Cofounder / Director of Content, 03/2016 - Current **Made of Millions Foundation - New York, NY**

- Oversees and produces free content and educational resources for the foundation's platforms and programs, including madeofmillions.com, Made Academy — a workplace mental health training curriculum — and all social properties
- Develops award winning mental health advocacy campaigns including #DearManager and #NoOneToldMe
- Provides direct assistance to in-need community members via support group moderation and personalized resource sharing
- Collaborates with other nonprofits on educational and advocacy initiatives
- Scaled the foundation's social media following to over 117k across channels
- Coordinates fundraising activities
- Provides leadership, insight and mentoring to new employees
- Hosts in-person discussions and meet-ups

Content Strategist, 06/2018 - 06/2020 **Ready Set Rocket - New York, NY**

- Assisted with content strategy and copywriting for clients including the American Museum of Natural History, Carnegie Hall, and Seagram's Gin
- Worked as a lead member of the new business pitch team
- Oversaw agency's social media, event production and PR efforts

Marketing Coordinator, 06/2016 - 05/2018 **Ready Set Rocket - New York, NY**

- Managed agency thought leadership programs, award submissions, PR opportunities and event production
 - Supported business development efforts
 - Conducted competitive research
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EDUCATION AND TRAINING

Bachelor of Science, Communication, 05/2016 **Boston University - Boston, MA**

- Minor in Anthropology
- Graduated cum laude
- Member of Kappa Delta Sorority



CONTACT

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SKILLS

- Educational resource development
 - Long and short-form writing
 - Campaign development
 - Creative ideation
 - Project management
 - Work planning & prioritization
 - Verbal communication
 - Active listening
 - Compassion & empathy
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VOLUNTEER WORK

- Habitat for Humanity in Connecticut, Pennsylvania and Greater Boston area
- Phone banking and door-to-door canvassing for Bernie Sanders 2020 presidential campaign
- Girls Scouts of America member grades K-9. Girls Scouts of America volunteer 2012-2016
- High school fundraising and volunteering with American Cancer Society, The Cove Foundation, and DHHS Interact Club: Outreach in Our Community