

LAUREN O'SHAUGHNESSY

SUMMARY

Dedicated writer and nonprofit director experienced in educational resource creation and production of mental health advocacy campaigns. Past experience in communications. Highly organized and proactive. Currently pursuing a masters in social work from Hunter College.

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 & conducted competitive research
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EDUCATION AND TRAINING

Master of Social Work, Expected in 05/2025 **Hunter College of The City University of New York - New York, NY**

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

- Minor in Anthropology
- Graduated cum laude



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