

LOREN L. ADAMS

strategy | writing | communication



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RELEVANT ROLES

- Global Content Writer/Strategist, 3M
- Media Services Manager, TravelNet Solutions, Inc.
- Copywriter/strategist, various promotion, advertising and public relations agencies
- Journalist, Tempworks Software
- Lead Editor, CEM Enterprises

SKILLS

- Content strategy
- Value propositions
- Messaging platforms
- Competitive analysis
- Demand generation (paid & organic SEM, paid & organic social, email/MA, content marketing)
- Proofreading and QA
- Analytics analysis/reiterations

EDUCATION

B.A. Concordia College

Major: English w/writing emphasis

Minor: Philosophy

PERSONAL

Born and raised in Whitefish, MT. Parents both newspaper owners, editors and reporters. Have been to Europe independently and as part of college exchange program. Enjoy music, poetry, water sports, reading.

PORTFOLIO

www.lorenladams.com

SUMMARY

Creative, professional content writer for B2B, consumer and industrial brands and organizations. Extensive marketing communications experience includes more than 15 years of online/SEO digital writing, search, social media and analytics with a background in journalism.

- Team-based approach to achieving excellent content and quantifiable results
- Collaboration with diverse cross-functional internal teams (digital marketing communications, business, technical)
- Corporate, editorial and agency settings; very diverse clients and deliverables
- Creative department management (writing, design, video)

WORK EXPERIENCE

3M | *January 2019 – present*

Global Copywriter Senior Specialist

Execute digital content for Transportation & Electronics Business Group (TEBG), collaborating with Insights, Brand, Integrated Marketing and Analytics to develop full marketing programs

- Strategize and execute multiple communications across the digital spectrum according to business requirements and brand standards
- Stay accountable to campaign and activation results
- Help develop tools to refine content strategies and tactics

3M | *January 2017 – December 2018*

Creative Lead

Executed digital content for Safety & Industrial Business Group (SIBG) and TEBG, drafting content strategy documents, messaging platforms, web pages and digital marketing communications

- Worked with cross-functional Agile teams to accomplish specific benchmarks
- Proposed and executed visual and multimedia enhancements

3M | *March 2015 - December 2017*

Digital Copywriter

Interviewed SMEs and wrote product detail pages for multiple pages, sites and audiences

Additional Work Experience – Loren L. Adams



Copywriter/Content Developer

Coolibar Inc. Jan. 2014 – March 2015

- Copywriting for sun-protective apparel catalog and website
- Write for blog and social media
- Work to secure content partners
- Writing and creative development for email campaigns
- Assist with brand development and messaging

Contract Writer

Graybar Services, Inc., July 2013 – March 2014

- Synthesize large amounts of vendor information into cohesive product and service descriptions
- Apply and maintain editorial styles and requirements for corporate publications

Marketing Communications Specialist

Grainger Specialty Brands, Nov. 2012 – Nov. 2013

- Cross channel writing and strategic direction for catalogs, website, email marketing and social media
- Assist in development of print and web style guides
- Member of UX task force to improve shopping experiences

Contract Writer/Communications Consultant

Oct. 2011 – Nov. 2012

- Develop and write e-commerce deliverables including blog articles, website content and white papers in telecom and business brokerage industries
- Focus on Web writing and SEO
- Create and direct social media campaigns (Imagine Lifestyles, Neustar, Strongmail)
- Clients: Interactive Circle, Targus/NIS, Top Rank, Go Next Inc., Sunbelt Business Brokers, Ruff Manufacturing

Copywriter/Strategist

Various advertising, promotion & PR agencies February 1993 – December 2004

Chief clients: FAME Retail Branding, General Mills, Inc., Heatilator Home Products, Target Corp., Tupperware Corporation, Whirlpool Corporation, Hormel Foods, Subway, Pillsbury Company, Ecolab Inc.

Publicity Coordinator/Promotional Writer

Marvin Windows & Doors, July 1987 – February 1993

- Coordinated publicity efforts for large wood window and door company (\$350 million)
- Wrote catalogs, press releases, promotions, print and radio advertising and newsletters, attended trade shows and managed national scale press conferences

Journalist

TempWorks Software, March 2011 – Sept. 2011

- Report and write news, industry, technology and humor posts for online company publication
- Write blog posts, social media posts and SEO-related comments
- Copywriting for company website and collateral materials

Media Services Manager

Resortsandlodges.com, March 2006 – Dec. 2010

- Integrate content, design and video to grow profitable website company from \$3 million to \$6 million annually
- Copywrite and direct online banner advertising, promotional and editorial campaigns for flagship vertical website, ResortsandLodges.com
- Manage staff of writers, designers and videographers for corporate and customer deliverables in the travel/ hospitality and contractor spaces
- Direct website design and UX for travel and contractor clients
- Assist senior management in development of corporate and brand identities
- Started an on-line magazine, serving as editor-in-chief; recruited national experts for content and expertise

Lead Editor

Casino Services Publishing, Jan. 2005 – March 2006

- Assigned, managed and edited writers for successful international trade magazine
- Instrumental in starting several ongoing features, including "Great Women of Gaming"
- Managed trade shows and attended sales calls

REFERENCES AVAILABLE UPON REQUEST