

LAURA LUMBERS

COPYWRITER

An energetic writer and self-starter with four years of experience both in agency and client-side. Dedicated to creating thoughtful and engaging content and brand stories.

CONTACT

(289) 489-0884
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lauralumbers.com

AWARDS & RECOGNITIONS

Young Ones (One Show)

Bronze Pencil (2020)

Grip Orange Juicer

Finalist (2020)

Mohawk College

Best Student Work of Graduating Class (2020)

Top Creative Student (2020)

Best Overall Campaign & Presentation (2019)

Best Use of Technology in a Campaign (2019)

Top Creative Student (2018)

SKILLS

Writing & Editing
Client and Internal Presentations
SEO Fundamentals
Social Media Management
Marketing Strategy
Campaign Creation
Microsoft Office
Adobe Suite
Google Suite
Asana

EXPERIENCE

Copywriter | The Source

Sept. 2023–Present

- ◆ Collaborating with team to create digital, social, email, print and in-store P.O.P. assets, including a holiday social campaign strategy that resulted in 15.8M overall impressions
- ◆ Generating and presenting social media content calendar for 2024
- ◆ Launching team learning seminars for advertising on Reddit and TikTok
- ◆ Ensuring all legal disclaimers and claims are correct as per advertising law

Copywriter | McCann Canada

Jul. 2022–Jul. 2023

- ◆ Spearheaded campaigns for **Wendy's** with TV, OOH, digital, social, email, and in-store P.O.P. pieces
- ◆ Developed **Petro Canada** campaign with digital, social, email, direct mail, and in-store P.O.P. pieces
- ◆ Wrote **Kids Help Phone** social, digital, and OOH video for an existing campaign
- ◆ Ideated and oversaw production of the **Toronto Santa Claus Parade** advertising campaign for 2022

Junior Copy/Copywriter | Saatchi & Saatchi Canada

Nov. 2020–Jul.2022

- ◆ Coordinated with teams on **Triscuits** TV spots, and **Dentyne** brand platform
- ◆ Responsible for developing all non-campaign creative content on **Toyota Canada** social accounts
- ◆ Created **Cars for Good** campaign from the ground up and generated content for years 1 and 2
- ◆ Collaborated with **Fallon US** team to help them win the pitch for **NHL on ESPN**
- ◆ Updated all Saatchi & Saatchi Canada website copy, championing SEO and user experience

EDUCATION

Mentor & Creative | The One Club for Creativity

Summer/Fall 2020

Mentorships from **SWIM** (Summer – 6 Weeks) and **GS&P** (Fall – 6 Weeks)

Advertising and Marketing Communications Management | Mohawk College

Graduated 2020

Created campaigns for local Hamilton clients in the college agency (2018–2020)