

LAURA SCULLIN

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Brand Strategist & Content Designer

Self employed | March 2020

Leveraging the full range of my skill sets—brand, content strategy, communications, research, and copywriting—to launch small businesses, grow impactful startups, and advance progressive initiatives.

So far, I've helped an emergency ventilator get into NYC hospitals, branded a data science company tracking COVID-19, secured funding for rapid PCR testing, created a verbal identity for a refugee-led design studio and their village prototype in Nakivale, developed brand, website, and product copy for a home care software company, and reconnected with the barter system.

Sr. Content Strategist

frog design | 2017 - 2020

Lead designer on all content projects in North America.

Trained and onboarded content team in Mexico City.

Worked on research, business design, brand, ventures, and product design projects.

Global Brand Lead with focus on brand architecture and verbal identity.

Global Impact Lead with focus on practice definition and thought leadership.

Brand & Product Strategist

Accomplice | 2015 - 2016

Defined, branded, and launched the design firm with the former CCO of Chaotic Moon.

Collaborated with data scientist to combine quant and qual for brand and product strategies.

Developed brand, UX, marketing, and sales content alongside design team.

Partnered with clients at every level from executive strategy to daily product stand-ups.

Product Strategy Director

Chaotic Moon (Fjord) | 2014 - 2015

Creative lead for all product strategy and service design engagements.

Led teams of design researchers, business analysts, content strategists, product architects, and visual designers through ambiguous product discovery and definition phases.

Helped clients and designers understand how stories help complex ideas get internal buy-in.

Defined this new strategy offering, including processes, deliverables, pitch materials, project scoping, and job descriptions. Also managed the team and budget.

Content Director

Chaotic Moon | 2012 - 2014

Hired as a copywriter to write marketing materials, video scripts, pitches, and product copy.

Established a collaborative process that introduced designers and engineers to content audits, UX writing, brand voice and tone development, and content creation guidelines.

Pitched and scoped \$10M+ in work and trained sales and project management on content.

Hired and managed a small content team that handled both strategic and production work.

Content Strategist

Somnio | 2010 - 2012

Interviewed SMEs and executives to create sales presentations, executive speeches,

animated and live-action videos and copy for digital and experiential marketing campaigns.

Acted as creative strategist and proposal writer assigned to business development team.

Copywriter

Latinworks | 2008

Worked in a copywriter/art director pair to create everything from Superbowl spots to the copy on pizza boxes, Kleenex boxes, and candy bar wrappers.

Produced work in English and Spanish for tv, radio, print, packaging, and out-of-home executions. Microsites were also a big thing at the time.

EDUCATION

B.S. in Communications, Advertising
Texas Creative Sequence: Copywriting
The University of Texas at Austin | 2005 - 2008
