



LAUREN DOERR
copywriter

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EDUCATION

The Creative Circus, GA 2016
Copywriting

University of Virginia, VA 2012
English & Studio Art

WORK

GSD&M, TX Oct. 2020 - Present
Senior Copywriter
Copywriter Jan. 2019 - Oct. 2020

The U.S. Air Force is not just a career, it's a rewarding lifestyle. I help produce work that inspires future generations to proudly serve and keeps the U.S. Air Force aiming high.

The Martin Agency, VA Aug. 2018
Copywriter (Freelance)

Generated ideas for Lidl, Penske and Benjamin Moore.

MRY, NYC Oct. 2016 - Sep. 2017
Junior Copywriter

Watched TV at my desk, because my boss told me to. Developed Hulu's brand voice across all social channels. Built a diverse series of social products to effectively curate and promote Hulu's vast breadth and depth of content. Helped pitch and win new business as the Social AOR for a new Hulu Original show, Future Man.

Fellowship Program, UK Sept. 2012 - Jun. 2013
Teacher

Taught English in England as an American. From what I heard, Shakespeare didn't roll in his grave once. Coached basketball, because I was the only American, and therefore an expert. Michael Jordan definitely rolled his eyes.

INTERNSHIPS

The Martin Agency, VA
Copywriting Intern

Took up the creative gauntlet of solving real briefs for various clients in eight weeks. Developed digital and experiential solutions for Discover, Penske, Midas, Land O'Lakes, and Geico. Enjoyed meeting and collaborating with different teams while honing my copywriting skills. Never got the chance to meet the Geico gecko, he kept pretty busy.