

LARA E.H. LASCHEN

laralaschen@gmail.com 913.221.3896
10009 Vista Dr., Lenexa, KS 66220
www.laralaschen.com

PROFILE

Results-oriented writer and marketing professional with 12+ years of experience in copywriting, branding, design and project management.

EXPERIENCE

Communications Specialist

City of Coppell, TX Municipal Government, Coppell, TX

January 2017 - Present

- Develop concepts and copy in multiple formats including print, digital and visual media.
- Coordinate, write, edit and design the City's monthly newsletter, which was identified by residents via survey as the top source of City news.
- Organize, write and proofread weekly e-newsletter to inform and engage residents.
- Write and distribute regular press releases to the media as well as post all news on the City website and social media channels.
- Spearhead a strategic communications plan with all departments to improve internal relations with the Public Information Office and encourage engagement with constituents.
- Manage the City's ongoing Bold Vision, Big Impact branding campaign to promote the City's large capital improvement projects.

Freelance Copywriter

laralaschen.com, Plano, TX

October 2008 - Present

- Write and edit branded creative copy allowing clients to achieve strategic goals including increased traffic, brand awareness and sales.
- Implemented and managed a broad scope of projects involving marketing collateral, product descriptions, and print and digital advertising for improved communications in all industries.
- Clients include JCPenney, Mother's Therapy Organics and the Brand Hatchery.

Marketing and Brand Manager

LONG Building Technologies, Inc., Littleton, CO

June 2012 - September 2014

- Professionalized marketing processes, collateral and communications adding value and increasing brand equity.
- Created and executed the company's marketing plan and budget aligning marketing strategies with sales objectives.
- Launched and enforced a graphics and brand standards manual to establish brand identity and ensure quality and consistency throughout all marketing materials.
- Acted as a brand storyteller through an extensive company brand refresh to improve morale, message consistency and brand recall.

Marketing Intern

LONG Building Technologies, Inc., Littleton, CO

June 2011 - June 2012

- Rebranded the energy division of the company resulting in differentiation and a more sustainable market position.
- Spearheaded a redesign of the company website, including collaborating with senior executives, internal teams and external agencies for accurate, SEO-friendly content development and management.

Office Manager

Level-4 Engineering, LLC, Lenexa, KS

October 2008 - April 2009

- Oversaw and improved marketing operations including blog and collateral creation providing a foundation for client communications.

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Journalist, Reporter and Columnist

The World Company - Basehor Sentinel Newspaper, Basehor, KS

April 2006 - October 2008

- Conducted interviews, wrote and edited award-winning investigative, breaking news, education and feature articles, shot photos and designed pages in a fast-paced, deadline-oriented environment.
- Collaborated with an internal team and community members to provide innovative and value added stories increasing community engagement.

News Editor, Reporter and Columnist

Kansas City Kansan Newspaper, Kansas City, KS

September 2005 - January 2006

- Researched, wrote and edited news and feature stories as an education beat reporter on daily newspaper deadlines.
- Developed, designed and edited the community page staying aware of events and improving public relations with the newspaper.

EDUCATION

Dual Master of Science in Marketing and Management

University of Colorado Denver

August 2010 - May 2012

Bachelor of Arts, Journalism

Kansas State University

August 2001 - May 2005

TECHNICAL SKILLS

- Microsoft Office Suite
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Wordpress
- Joomla
- Sharepoint
- MailChimp
- Mac Platform
- Windows PC Platform
- Social Media
- AP Style

AWARDS

- The Association of General Contractors "In the Community" award - LONG Building Technologies, Inc. - 2014 (Authored submission)
- Kansas Press Association's Awards of Excellence - First Place in Column Writing - 2009