

Lara Bennett

<http://www.larabennett.com>

lara.e.bennett@gmail.com

702.419.1645

Work Experience

Associate Creative Director

Molekule - San Francisco, CA

May 2022 to Present

- Leads brand and content teams • Shapes narrative and directs artistic vision for all promotional campaigns, commercials, evergreen ads, product launches, email marketing, and more. • Collaborates with the growth and communications team to strategize on promotions, partnerships, mergers, and public relations. • Manages asset execution & delivery.

Senior Copywriter

Molekule - San Francisco, CA

March 2022 to May 2022

- Writes video scripts, social media copy, advertising copy, and email copy for award-winning technology • Collaborates with the growth and brand teams and Creative Director to conceptualize promotional campaigns, brand partnerships and brand guidelines.
- Manages copywriting team, assists in directing artwork to align with copy and overall brand voice and company mission.

Copywriter (Contract)

Molekule - San Francisco, CA

May 2021 to March 2022

Content Writer (Contract)

HUSTLER Hollywood - Los Angeles, CA

June 2018 to February 2022

- Created search engine optimized content to promote sales • Conducted research to educate the public on health and wellness • Liaised with heads of digital marketing, buying, and SEO to create content aligned with marketing campaign calendars and promotional schedule.

Marketing Coordinator

Powerfront Inc - Beverly Hills, CA

June 2018 to May 2021

- Created weekly thought leadership content including writing technical white papers, case studies, integration guides, website copy and blog posts • Created and managed all content, directed all artwork, and promoted content organically via social media channels
- Managed PR agency and edited all proposed stories and pitches • Implemented a digital and traditional advertising strategy including ordering assets, writing copy, maintaining an advertising calendar, and scheduling and boosting social media posts • Coordinated and produced special events, hiring fairs, management conferences and sales summits.

Marketing Coordinator

HUSTLER Hollywood - Beverly Hills, CA

June 2016 to June 2018

- Developed and executed campaigns and promotions to drive traffic to stores • Analyzed market position and executed media plans to establish and address market-specific goals • Sourced and managed talent for content production including models, photographers, and copywriters • Implemented social media strategies and ordered assets for campaigns • Initiated and maintained promotional/vendor relationships and negotiated vendor contracts • Conceptualized and directed artwork for promotions, including writing advertising copy • Coordinated grand opening of 10 new stores, over 25 onsite retail events and 25 off-site special activations; worked set-up, breakdown, hired and managed staff for events •

Education

Bachelor of Arts in Gender Studies

University of Utah - Salt Lake City, UT

Graduated in August 2011