

# Blooming Ink

copywriting + branding

## creative copywriter & word nerd

**Lauren Piland** is an award-winning children's book author, podcast host & LSU Advertising alum with years of agency experience providing creative copywriting, brand messaging & content planning services specifically for small businesses.

## education

**Louisiana State University | 2007**

Manship School of Mass Communication, concentration in Advertising

## experience

**Marketing Coordinator | STUN Design | 2006 - 2012**

Coming on board as an intern my senior year, I worked my way up to becoming a creative coordinator responsible for communicating between clients, designers and vendors; managing project schedules and deadlines; collaborating with the team creatives on marketing concepts and strategies; writing and editing copy for clients

**Author & Podcast Host | Blooming Rose Kids | 2022 - present**

After leaving the elementary classroom, I aimed to stay involved in supporting students, teachers and parents by creating a children's book series including writing, editing & publishing picture books; managing marketing & networking for book business; presenting engaging author visit experiences & workshops; creating & hosting a kid lit podcast with a range of guests and topics

*"As your hyper organized, storytelling comrade.  
let's chat about getting your messaging focused & simplified."*



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