

Lauren Viera is a writer based in Chicago.
laurenviera@gmail.com | 773-398-0493 | laurenviera.com

Contract & consulting work

Marketing & Strategy since 2018
Identify & develop brand-appropriate social, digital & editorial strategy for internal & consumer-facing audiences. Clients: Civil Agents (Los Angeles), Neighborhood Parents Network (Chicago).

Copywriting, Content Writing & Editing since 2000
Translate concepts & ideas into brand-appropriate content and copy. Clients: Dorling Kindersley UK, YMCA of the USA, Hilton Hotels & Resorts, Food Network, Crate & Barrel, Condé Nast & many others.

Travel & Lifestyle Journalism since 1995
Research, report and write travel- and lifestyle-centric features. Publications: *T: The New York Times Magazine*, *Forbes Travel Guide*, *Condé Nast Traveler*, *Chicago Magazine*, *Men's Journal* & many others.

In-house work

Senior Copywriter, Leo Burnett Chicago Chicago, IL 2013–2018
Created branded editorial content, promotional materials, DMs and POS; wrote and produced video content for campaigns. Clients: Altria (Philip Morris USA), Samsung, Capri Sun, Walmart, new business.

Features Reporter, *Chicago Tribune* Chicago, IL 2007–2011
Researched, reported and wrote major features, profiles, Q&As and briefs for paper's daily and weekend A&E sections, and Sunday magazine and Travel sections. Primary beats: Travel, Visual Arts, Spirits/Cocktails.

Senior Editor, *Time Out Chicago* Chicago, IL 2004–2007
Edited content and steered editorial focus of arts, entertainment and lifestyle departments at regional weekly magazine; managed personnel relations of related departments; wrote features as schedule permitted.

Assistant Editor; Editorial Assistant, *Lucky Magazine* New York, NY 2000–2002
Researched, reported and wrote daily features and weekly listings for magazine's website; worked with Senior Editor to assign and edit copy by regional writers; produced monthly column devoted to doing good.

Teaching & volunteer work

Adjunct Faculty, English, Columbia College Chicago	Chicago, IL	2007–present
Founding Board Member, Girls Rock! Chicago	Chicago, IL	2006–present
Mentor, East Village Youth Program	Chicago, IL	2002–2007
Alumni Class President, Oberlin College	Oberlin, OH	2000–2005

Education

Oberlin College Oberlin, OH
B.A., 2000: Visual Arts (Architecture) & Music (History/Theory)
Columbia University, Graduate School of Architecture, Planning & Preservation New York, NY
1998–1999: Completion of New York/Paris Architecture Program

Weekends

Antiquing, gardening, cocktail culture, Wisconsin, home renovation projects, slow-motion running.

References available upon request.