

## LAUREN LEATHERS

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### SKILLS OVERVIEW

- Copywriting & Editing
- Data-Driven Campaign Optimization
- Figma, Adobe Creative Cloud & Canva
- AI-Enabled Creative Workflows
- Social Media & Email Marketing
- Campaign Performance Analysis
- Brand Voice & Consistency
- Cross-Functional Collaboration
- Research & Insight Development
- Content Strategy & Development

### EXPERIENCE

#### **The Home Depot, Creative Studio** (Oct. 2021-present)

- Create compelling high-performing copy for multi-channel CRM platforms including The Home Depot's award-winning in-app message center, SMS, HD Home, personalized audience module (PAM) emails and direct mail campaigns
- Selected for a hand-picked creative leadership team driving ideation and development of high-impact initiatives including the FIFA World Cup 2026™ sponsorship, Atlanta headquarters collaboration space redevelopment, a commercial jingle for the Hubspace smart home platform, naming the How-To Workshops series and organic social media concepts
- Develop engaging creative that showcases The Home Depot App's capabilities and drives new user acquisition across paid media platforms
- Leverage A/B testing and data analysis to optimize customer experiences and improve campaign performance
- Utilize innovative technologies including AI, Figma and Adobe Creative Cloud to streamline workflows and increase productivity
- Develop copy and large-scale creative concepts for digital out-of-home, billboards and delivery trucks, producing mockups and visual guidance to bring campaigns to life
- Conduct in-depth research on competitors, vendors and market trends to craft brand-aligned, creative content
- Develop scalable marketing campaign frameworks for events and product categories ensuring cross-channel consistency and seamless messaging
- Manage high-volume projects with exceptional organization, consistently meeting fiscal deadlines
- Collaborate with creative teams, marketing managers, strategists and agencies to deliver accurate, legally compliant copy within tight deadlines

#### **Key Achievements at The Home Depot**

- Delivered FY25 capabilities messaging for paid media (Q1–Q4) brought in-house from a creative agency, achieving 13.7% above plan on a 50% year-over-year reduced budget, demonstrating improved efficiency and exceeding target metrics
- Platinum Homer Award Recipient, multiple Writer of the Month honors and 2022 Q3 Orange Crusher Award for exceptional contributions and performance
- Optimized the DIY Workshop landing page, driving a 559% increase in workshop registrations and attendance
- Pioneered the integration of Figma string variables—a collaborative interface design tool—streamlining content workflows, reducing manual updates and increasing operational efficiency across omni-channel copy teams
- Owned the development and upkeep of creative matrices for FIFA World Cup 2026™, military, Black Friday and other high-visibility events, driving cross-functional alignment, protecting brand integrity and earning strong stakeholder satisfaction

#### **University of Georgia Mary Frances Early College of Education, Content Strategist** (Sept. 2019 - Oct. 2021)

- Develop campaigns and content for multiple departments, programs and units in alignment with the College's brand guidelines and overall objectives
- Manage all social media channels including Facebook, LinkedIn, Instagram and Twitter, creating graphics, text, and strategy for an audience of over 8,000
- Create dashboards to track, analyze and strategize social media and website growth
- Curate, edit and maintain the biweekly internal newsletter
- Assist in development and successful launch to name the College in honor of Mary Frances Early

- Utilized tools such as Adobe Creative Cloud, WordPress, BaseCamp, BEE, GAIL, Statamic, MailChimp and SupportBee for various projects

#### **ARTS ATL, Music & Events Editor** (Nov. 2018 - June 2019)

- Assist in rebranding and redevelopment of the website including calendar and music layout
- Write regular content including long-form stories, artist profiles, short trend pieces, Q&As and event write-ups
- Stay up-to-the-minute on Atlanta music, news and notable stories
- Maintain calendar by researching upcoming events, sifting through press releases and contacting venues in the community
- Contributed editorial content beyond music to other sections of the website including a consistent street art column and other pieces for the arts section
- Founded *ARTS ATL* Studio Sessions, a series of music videos, and procured sponsors
- Created and maintains the internship program at *ARTS ATL* through college campus outreach

#### **Creative Loafing Atlanta, Events Editor** (Nov. 2017 - Oct. 2018)

- Act as interim social media manager driving audience engagement through social strategy across platforms
- Oversaw the flow of event calendar for music, books, arts, news and more
- Curate and schedule local musicians to perform Live From the Archives, a weekly live acoustic set streamed on Facebook live, YouTube and other platforms
- Post editorial content to the website and maintain a clean homepage
- Oversee and edit the content for all sections of print: music, film, theater, visual arts, festivals and comedy
- Efficient in Tiki and BASE, created “how-to” guides for current staff and interns on how to work both websites
- Leverage Adobe Creative Cloud for content creation and design support
- Manage internship program and mentor student journalists including reviewing resumes, coordinating interviews, handling credit paperwork, editing work and teaching style guides

#### **Editorial Intern, Culture Section** (Aug. 2017 - Nov. 2017)

- Assist editors in updating daily blog on topics including visual arts, music, theater, dance and comedy
- Pitch ideas and observe the writing and editing process
- Promoted into full-time editorial position

### **FREELANCE EXPERIENCE**

*The Atlanta Journal-Constitution*, Freelance reporter (May 2020-August 2020)

*Atlanta Magazine*, Freelance Writer (Oct. 2018 - Oct. 2019)

*Flagpole Magazine*, Freelance Writer (Jun. 2018 - Oct. 2019)

*Georgia Public Broadcasting*, Editor/Writer (Aug. 2019 - Sept. 2019)

*Atlanta PlanIt (WABE)*, Freelance Writer (Aug. 2018 - Sept. 2018)

*Cobb County Courier*, Freelance Writer (Oct. 2017 - Oct. 2018)

*Marietta Daily Journal*, Contributing Writer (Jan. 2018 - May 2018)

### **CERTIFICATIONS**

**Conflict of Interest.** Issuing authority: CITI Program, A Division of BRANY. Issued Nov 2020; Expires Nov 2024. Credential ID 39366777.

**Humanities Responsible Conduct of Research Course.** Issuing authority: CITI Program, A Division of BRANY. Issued Nov 2020; Expires Nov 2024. Credential ID 39366776.

**Social and Behavioral Responsible Conduct of Research Course.** Issuing authority: CITI Program, A Division of BRANY. Issued Nov 2020; Expires Nov 2024. Credential ID 39366775

### **GUEST LECTURES AND PANELS**

**Leathers, Lauren.** September 20, 2022. Invited by Kennesaw State University to discuss building a personal brand, developing a digital portfolio, and how to pitch to editors and publications.

**Leathers, Lauren.** April 14, 2022. Invited by University of West Georgia to discuss building a personal brand, developing a digital portfolio, and how to pitch to editors and publications.

**Leathers, Lauren.** March 11, 2021. Invited by Kennesaw State University to speak to advanced media writing class on breaking into the field of journalism.

**Leathers, Lauren.** March 9, 2021. Invited by Kennesaw State University to speak to advanced media writing class on breaking into the field of journalism.

**Leathers, Lauren.** February 6, 2020. Invited as returning panelist by Kennesaw State University to discuss journalism and emerging media after graduation.

**Leathers, Lauren.** October 24, 2018. Invited panelist by Kennesaw State University to discuss journalism and emerging media after graduation.

### **AWARDS & HONORS**

- Homer Award, Taking Care of Our People · Issued Feb. 2026
- Homer Award, Entrepreneurial Spirit · Issued Oct. 2025
- Homer Award, Excellent Customer Service · Issued March 2025 (Silver Level 2)
- Homer Award, Entrepreneurial Spirit · Issued Feb. 2025
- Homer Award, Taking Care of Our People · Issued Feb. 2025
- Homer Award, Entrepreneurial Spirit · Issued Feb. 2025 (Bronze Level 2)
- Homer Award, Entrepreneurial Spirit · Issued Aug. 2024
- Homer Award, Entrepreneurial Spirit · Issued March 2024
- Homer Award, Creating Shareholder Value · Issued Jan. 2024 (Platinum Level)
- Homer Award, Entrepreneurial Spirit · Issued Dec. 2023
- Homer Award, Excellent Customer Service · Issued Dec. 2023
- Home Award, Building Strong Relationships · Issued Nov. 2023 (Gold Level)
- Homer Award, Doing the Right Thing · Issued Nov. 2023
- Homer Award, Excellent Customer Service · Issued June 2023
- Homer Award, Creating Shareholder Value · Issued May 2023 (Silver Level)
- Homer Award, Doing the Right Thing · Issued March 2023
- Homer Award, Doing the Right Thing · Issued Dec. 2022
- Orange Crusher Award · Issued Dec. 2022
- Homer Award, Excellent Customer Service · Issued Sept. 2022 (Bronze Level)
- Homer Award, Entrepreneurial Spirit · Issued May 2022
- Homer Award, Excellent Customer Service · Issued March 2022

### **EXTRA-CURRICULAR ACTIVITIES**

*The Sentinel*, Kennesaw State University, Staff Writer (Jan. 2016 - Dec. 2017)

**Society of Professional Journalists**, KSU Chapter, President (Jan. 2017 - Dec. 2017)

**Investigative Reporters and Editors**, Member (Jan. 2017 - Jan. 2018)

### **EDUCATION**

**Kennesaw State University**, Kennesaw, GA (December 2017)

**Bachelor of Science in Journalism and Emerging Media**