

LAUREN LAROUCHE

writer

get in touch



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www.theroomformore.com
ldesignchicago.com

i've written for

AOL On Sugar
BlogHer
CBS Broadcast Network
Cushman & Wakefield
Dogfood.Guide
Examiner
Loyola Phoenix
Poor Girl's Guide Chicago
Presto Media
Search Insights Media
Shecky's Media
Sleep.Guide
Word Agents

membership + awards

MEDIA ADVERTISING CLUB OF
CHICAGO
Board member & webmaster,
2009-2018

20SB SUMMIT- 2013 AWARD
Member of the 20 Something
Influential Blogger Community

2018- Present

WEB CONTENT WRITER - **PRESTO MEDIA**

- Responsible for writing blog posts and featured articles for various clients through the Presto Media Platform
- Responsible for 4,000 words per week

2011- Present

SENIOR MARKETING MANAGER - **CBRE**

- Conception, design and distribution of marketing materials including surveys, proposals, presentations, brochures, flyers and campaigns
- Responsible for web, digital and social media accounts, vendor coordination and marketing budgets

2011-Present

FOUNDER - **THE ROOM FOR MORE / POOR GIRL'S GUIDE**

- Created the website, The Room For More (formerly, Poor Girl's Guide Chicago). Responsible for: content writing, production, advertising, promotion, SEO, social media, website design, development, editorial calendar and programming
- www.theroomformore.com

2009-2017

FREELANCE WRITER - **CBS BROADCAST NETWORK**

- Writer for CBS News- Lifestyle & Leisure Section
- See samples at: www.cbschicago.com/tag/lauren-wulf

2007-2011

MANAGING WEB EDITOR - **CBS BROADCAST NETWORK**

- Web editor/writer for CBS News- Lifestyle & Leisure Section
- Managed writers and editorial calendar
- Coordinated digital programs for CBS and advertising clients

2006-2009

FREELANCE WRITER - **SHECKY'S MEDIA INC.**

- Wrote entertainment & night-life reviews

2004-2006

FREELANCE WRITER - **LOYOLA PHOENIX**

- Wrote campus news for Loyola University Chicago



EDUCATION

2003-2007

LOYOLA UNIVERSITY CHICAGO

BA: Communications, Journalism Minor



PORTFOLIO

www.ldesignchicago.com
www.science101.com/author/laurenlarouche
www.finance101.com/author/larouche
theroomformore.com (formerly www.poorgirlsguidechicago.com)
www.cbschicago.com/tag/lauren-wulf
www.examiner.com/budget-decorating-in-chicago/lauren-wulf