

LAUREN LAROCHE

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/laurenlaroch
- www.finance101.com/author/laroch
- [theroomformore.com \(formerly www.poorgirlsguidechicago.com\)](http://theroomformore.com (formerly www.poorgirlsguidechicago.com))
- www.cbschicago.com/tag/lauren-wulf
- www.examiner.com/budget-decorating-in-chicago/lauren-wulf