



# CHERYL LAUGHLIN

- > Digital storyteller by day, screenwriter by night
- > 20+ years' developing communications, brand, and copy
- > Award-winning writer looking to get my creative on
- > Offer quick-on-my-feet work style and project management
- > Striving for marketing awesomeness and impactful communications

Currently fascinated by decision paralysis, storytelling rule of threes, sales funnels, and short-form vs. long-form copy for outreach

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## Let's talk...

### Call

209.606.9800

### Email

laughlincheryl@gmail.com

### Tweet

[twitter.com/cheryllaughlin](https://twitter.com/cheryllaughlin)

### LinkedIn

[linkedin.com/in/cheryllaughlin](https://linkedin.com/in/cheryllaughlin)

## Specializations

- > AP + in-house style guides
- > Deck development
- > Project manager... joy in details
- > Story building across media
- > Hub-and-spoke comms
- > Research + report creation
- > Digital content creation + analytics

## Writing Kudos

Winner – Outstanding Short Script,  
Sacramento International Film Fest  
Finalist – National Lampoon  
Search for Comedy Writing Gold  
Top 10% – Nicholl Fellowship  
Top 15% – Austin Film Fest

Columnist – Script Mag | Stage 32  
Women You Should Know  
Nashville Film Fest – Script Reader  
Sundance Film Fest – Press Line  
Coordinator & Crowd Liaison

Writing and insights picked up in  
media outlets such as Good Day  
Sacramento, Nylon, USA Today,  
Woman's Day, Woman's World

## Work Experience

### Chief Creative Officer

See Biz Run | June 2020 - Present

Tech Use: Zoho One, Adobe CS, Canva, Zoom, YouTube, Vimeo, WordPress

- > Creating from the ground up... to develop naming, branding, video series, and analytics for A/B testing and calls to action for Oct. 2020 launch

### Senior Communications Specialist

California College Guidance Initiative | Jan. 2020 - June 2020

Tech Used: Salesforce, Google Drive, Slack, Adobe CS, Mailchimp, Zoom

- > Hired to develop Comms department and partnerships with high schools and college affiliates for transcript + career equity for students
- > Crafted support materials to scale service to statewide standard
- > Tailored presentations, flyers, and email templates for Zoom workshops
- > Oversaw rebranding of logo and website to College Next for fall 2020

### Public Information & Webmaster

City of Stockton | 2014 - 2019

Tech Used: MS Suite, SharePoint, OneDrive, Adobe CS, Canva

- > Managed regional and national media requests + department responses
- > Led social media, copyright, and website training across 14 departments
- > Crafted news releases, presentations, social media, and collateral outreach for city of 300,000+ population

### Creative Consultant

Copywriting by Cheryl | 2006 - Present

Tech Use: MS Suite, Google Drive, Adobe CS, Canva, WordPress

- > Specialize in research, brand management, copywriting, and editing
- > Clients include – publicly-held Bucher Vaslin North America, national food brand King's Kimchi, editorial projects for writers
- > 20K Films Case Study: Won client coveted MidAtlantic Arts Foundation Grant + targeted email campaign generated sales to 78 organizations and film fests

Marketing Specialist | San Joaquin Regional Transit District | 2011 - 2014

Marketing Coordinator | Therapeutic Research Publications | 2002 - 2006

Director of Marketing | Shared Network Services | 1997 - 2002

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## Education

University of Denver – Denver, CO  
B.A. in Mass Communications, English Minor  
Full Academic Scholarship  
Summa Cum Laude + Phi Beta Kappa