

LAURA CATHERINE CRIPE

(c) 512.971.9552 | laura.catherine.cripe@gmail.com | linkedin.com/in/lauracripe

TALENTED WRITER + EDITOR + MANAGER

Multifaceted self-starter with proven effectiveness in writing, editing, quality assurance, and project management. Constantly meets aggressive deadlines and fosters team camaraderie in fast-paced environments. Naturally inquisitive with extensive knowledge of writing etiquette and target audiences.

SNAPSHOT OF PROVEN STRENGTHS

Editing & Writing: Leveraged impeccable spelling, grammar, and proofreading skills to deliver edited content (print and web), develop style guides, and boost brand quality. Quickly read and refined content for publishing, such as fiction, newsletters, website copy, social media posts, internal learning materials, and more.

Team Leadership: Trained and championed the success of team members to achieve business objectives and drive on-time completion of projects. Quickly resolved issues as they arose and stepped in to ensure that all deadlines were met.

Interpersonal Skills: Communicated effectively with individuals across all organizational levels, including senior executives. Passionate about using communication to nurture relationships, teach and inspire others, and advance business objectives.

Technical Acumen: Employed proficiency in Microsoft Office Suite/Office 365, Google platforms, and online presentation programs to streamline daily tasks. Quickly adapted to new technologies.

PROFESSIONAL EXPERIENCE

CHARLES SCHWAB, Austin, TX

2020–2025

Manager, Copywriting & Editorial

- Edited and fact-checked thousands of documents across several media (e.g., new product materials, including web pages and emails; company integration communications; social media campaigns, including Instagram posts and TikTok videos; retirement materials for other companies; etc.).
- Trained multiple writers on in-house style on a last-minute basis via Teams several times.
- Led a group of 14 volunteers in helping a local nonprofit with advancing their mission (four times).
- Led teams for the Pro Bono Challenge two years in a row, from project initiation to presentation.
- Mediated between colleagues for miscommunications or disagreements when necessary.
- Served as the Communications Chair for the Women's Interactive Network at Schwab for five years, including providing the final say for internal communications from other committee members.
- Worked on multiple months-long projects simultaneously (anywhere from 2–5).
- Created many engaging learning materials and infographics for the Copywriting & Editorial team regarding metadata, SEO, statistics, etc.
- Edited and created content within different content management systems (e.g., Drupal, Workfront, Constant Contact, Confluence, etc.), at times having to learn in the moment due to tight deadlines.
- Rewrote internal Accessibility/QA pages from technical language to layman's terms.

24 SEVEN, Austin, TX

2019–2020

Editor (*Contractor*)

- Copyedited hundreds of internal training materials and informational articles for AppleCare Advisors.
- Suggested rewriting or reorganizing articles for streamlining and clarity purposes.
- Collaborated with other team members to finalize a style and process guide for the Training and Procedures team.
- Provided input and rewrote article sections so the content could be localized for other languages.

AQUENT, Austin, TX

2017–2019

Copyeditor (*Contractor*)

- Proofread and copyedited internal newsletters, social media campaign presentations, forms, applications, emails, brochures, and more. Helped publish hundreds of communications materials.
- Shared creative ideas in client and team meetings to plan presentations and project launches.
- Constructed and edited 230+ layouts and copy decks for a company website migration in alignment with directives.
- Created and edited 150+ transcripts for web pages and social media campaigns (for videos ranging from 3:00 to 40:00 minutes in length).

Target

Editor

Sr. Editor

Associate Editor

Manager

Writer

Copywriter

Sr. Copywriter

Core Skills

Copywriting

Proofreading & Editing

Attention to Detail

Web Content / SEO

Content Marketing

Presentations

Organization & Efficiency

Quick Turnarounds

Collaboration

Project Management

Team & Client Relations

Training

Team Leadership

Notable

Engagements

Editor & Graphic

Designer

FREELANCE

(2017–Present)

Edit fiction, poetry, and corporate communications.

Conceptualize and design logos.

Crisis Counselor

CRISIS TEXT LINE & ANXIETY IN TEENS

(2015–2018)

Handled high-pressure situations and fostered a supportive and efficient work environment. Wrote articles educating about mental illness in young adults.

Other Titles

Drupal SME

Accessibility Champion

Women's Conference

Attendee

WINS Communications

Chair

Education

Bachelor of Arts in

Psychology & English

UT at Austin