

# L.C. Graf

Contact  
LCGraf@yahoo.com  
972-333-3109

Writer, Editor & Marketer

## PERSONAL STATEMENT

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I'm the lead Global Home copywriter for the Fortune 500 company, Assurant. I produce content for some of our largest lines of business. And I specialize in bringing all of our many divisions together by using one, consistent, brand voice. I've worked on entirely new websites, commercials for some of the biggest names in mobile devices, brochures for internationally renowned automotive leaders, training documents for the National Flood Insurance Program, creative strategies for national tradeshow, and so much more. Let's talk about the content and results I can create for your business.

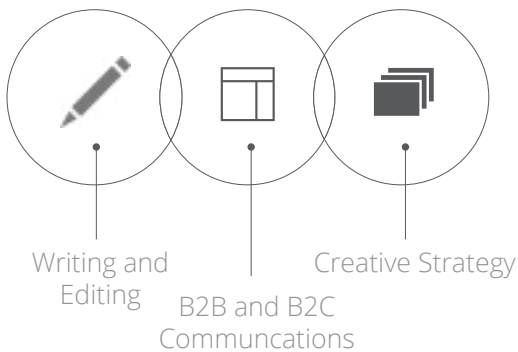
## EDUCATION

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**3** B.A. Degrees  
English, Journalism, Religion  
*University of Iowa*

## MY SPECIALITIES

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## SKILLS

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- Hubspot
- Adobe InDesign
- Adobe Photoshop
- Asana
- Slack
- Wistia
- Google Analytics
- Google Adwords
- SEMRush
- SimilarWeb
- WooRank
- Robohead
- SEO
- Wordpress
- Gleam
- HTML/CSS
- Issu
- Soundslide
- AP Exchange
- Clickability
- Image Editing
- Slideshow Pro
- Audacity

## WORK EXPERIENCE

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*From Oct. 2017 to Present*

● **Assurant**  
**Lead Copywriter, Global Home** - Creative strategy, B2B/B2C/B2B2C corporate and client communications, content production

*From April 2015 to Oct. 2017*

● **EMyth Worldwide Inc.**  
**Marketer**—Content Production, Social Media Management

*From Nov. 2014 to April 2015*

● **Amperage Marketing**  
**Digital Project Assistant**—Client Presentations, Data Collections

*From June 2014 to August 2014*

● **The Journal Eureka**  
**Reporter**—Editor of Travel and Services Guide, Metro, Features, and Profiles writer.

*From June 2013 to August 2013*

● **The Gazette**  
**Web Media Assistant**—Social Media, Web Production

## VOLUNTEERING

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*2018 to 2019*

||||| **Make-A-Wish Georgia**  
Volunteer Event Organizer

*2016 to 2017*

||||| **Southern Oregon Headstart**  
Listo After-School Program Volunteer

## RECOGNITIONS

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*Nov 2016 - Jan 2019, Hubspot*

||||| **Inbound Marketing Certification**

*Feb 2015, Iowa Newspaper Association*

||||| **3rd Place Breaking News Reporting**