

LAUREN DUFOUR

STRATEGIC MARKETING LEADER

12 years of experience creating compelling content, managing multi-channel digital campaigns, and translating complex subject matter into clear, engaging stories for diverse audiences. Proven expertise in social media strategy, video production, and cross-functional collaboration within fast-paced, highly regulated environments.

PROFESSIONAL EXPERIENCE

REMEDY EDGE (FORMERLY PATIENTS & PURPOSE) | 2013 – PRESENT

VICE PRESIDENT, GROUP COPY SUPERVISOR (2023 – PRESENT)

- Spearheaded a TikTok influencer campaign that delivered a 63% increase in organic traffic, managing content strategy, creator partnerships, and performance tracking across platforms
 - Led content strategy and prompt engineering for a generative AI education tool, improving comprehension and engagement for 1,000+ users
 - Managed a team of four junior creatives, resulting in two internal promotions and stronger content output across accounts
 - Optimized staffing plans and creative workflows for three teams, ensuring consistent quality and on-time delivery across projects
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VICE PRESIDENT, COPY SUPERVISOR (2019–2023)

- Developed and executed content strategies across digital and print channels that increased audience engagement by 30%
 - Led end-to-end video production from concept development and scripting through post-production, coordinating with external production vendors and internal stakeholders
 - Managed review processes with cross-functional partners including medical, legal, and regulatory teams, ensuring accuracy and compliance across all published content
 - Wrote and edited long-form stories, short-form digital content, and internal communications for a range of audiences
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COPY SUPERVISOR/SENIOR COPYWRITER (2015 – 2019)

- Created content across social media, email, web, and print in support of integrated campaign strategies
 - Translated complex, technical subject matter into accessible, audience-appropriate content across platform
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CREATIVE ASSISTANT/RECEPTIONIST (2013–2015)

- Coordinated logistics, travel, and internal events for senior leadership
- Built foundational skills in content development, project coordination, and brand communications

CONTACT

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- Orange, CT
- LaurenDufour.com

EDUCATION

QUINNIPIAC UNIVERSITY
BA, Public Relations | 2013

CORE COMPETENCIES

- Content Strategy & Development
- Social Media Strategy
- Digital Campaign Management
- Video & Photo Production
- Cross-Functional Collaboration
- Writing, Editing & Proofreading
- Team Leadership & Mentorship
- Strategic Communications Planning
- Generative AI Tools
- Project Management