

# LAURA WHITE

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## About

Content creator, creative, and Renaissance woman always ISO a compelling story. Loves bodies of water, Oxford commas, and spinning yarns. Obsessed with word games, gardens, museums, maps, and folklore. Has never once met a stranger.

## Skills & tools

Adobe Photoshop, Illustrator, Indesign, Audition, Garage Band, Figma, Milanote, Miro, Bynder, DIVVY HQ, Asana, WordPress, HTML, podcast production

## Styles

AP, AMA, APA, CMOS, MLA

## Publications

### Co-author and editor

*Gender and Diversity in STEM*  
Deena Murphy and Ashley Simons-Rudolph, ©2017 Kendall Hunt

### Research assistant

*Langston Hughes and American Lynching Culture*  
W. Jason Miller, ©2011 University Press of Florida

### Master's thesis

*The Font as Visual Voice: Textual Performance as Identity in Jackie Kay's The Adoption Papers*  
2011

## Awards

The Gertrude Cox Award for Innovation, Excellence and Teaching Technology  
WGS/STS 210 under Dr. Deena Murphy, 2012

Politician's Pain in the Ass  
Raleigh Public Record, 2012

### Associate Creative Director, Copy | N-able (formerly SolarWinds MSP) | October 2021–present

- Partner with designers and art directors to craft breakthrough creative—on brief and on brand
- Collaborate with stakeholders, strategists, UX, and product experts to create full campaigns across brand, traditional media, social, email, paid advertising, seasonal pushes, and product launches
- Produce content that helped fuel total revenue expectations for the year 2021 in the range of \$345.5 to \$346.0 million, representing approximately 14% year-over-year growth—through a major security breach, COVID-19, a spin-off and rebrand, an IPO, and a complete marketing re-org

### Marketing Communications Manager | N-able (formerly SW MSP) | February 2020–October 2021

- Key player in the creation of the N-able brand, including voice, tone, and visual identity
- Serve as content team manager, overseeing freelance and contract writers and editors, hiring new talent, and conducting onboarding and ongoing training
- Partner with project managers to evaluate requests, determine bandwidth, and assign projects, troubleshooting daily and juggling the workflow and well-being of our team with deadlines
- Revise and refine creative processes, including increased collaboration and the creation of a new creative brief and request intake form
- Create and maintain in-house style guide and content team templates and resource hub

### Writer and Editor | SolarWinds MSP | November 2018–February 2020

- Research and write copy for all communications touchpoints: video, social, websites, email, display, search ads, blogs, white papers, eBooks, press releases, events, and experiential marketing
- Lead concepting for content, drive kickoffs and brainstorming for creative, and present concepts and taglines to stakeholders

## FREELANCE BRAND STRATEGIST, COPYWRITER, AND CONTENT CREATOR

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### Moffett Restaurant Group Brand Redesign, 2019

- Revamp the overarching brand identity of a collection of Charlotte-based restaurants owned by award-winning chef Bruce Moffett
- Develop and refine a cohesive web experience for the MRG hub and five distinct restaurants
- Research, conduct interviews, and write all copy—from overarching brand values and positioning to web pages and bios

### Arts Discovery Brochure, Carolina Theatre Durham, 2018–2019

- Create print brochure for the 2018–2019 schedule of events, including content creation and mock up of layout and design
- Write all original material and edit for consistency across voice, tone, and grammar using the in-house style guide

### Various clients, including: The Creative Offices Of, Wylde Flowers, Wyatt Easterling, Hopscotch Music Festival, 2016–2019

- Write brand guidelines, including core focus, values, positioning, characteristics, and statements
- Create content for print and web to advertise and promote businesses and events
- Conduct interviews and create biographies and press kits

### Brewery Bhavana Bookstore and Community Library, 2016

- Launch the bookstore inside of Bon Appetit's 2017 #10 best restaurant concept in America and Forbes' 10 coolest places to eat in 2018
- Establish operational systems for purchasing, ordering, and restocking books and merchandise
- Create copy for web, social, advertising, promotional, and staff training materials

### ShopSpace, 2015

- Drive initial concept development for a community metal and blacksmithing shop
- Create and manage the website, and write all web and social media content as well as newsletters, fundraising emails, and other promotional materials
- Serve as producer and screenwriter for the ShopSpace "Our Story" video, establishing timelines and budgets, selecting the production team, conducting on-screen interviews, and seeing the project through to completion and posting

## **(Awards cont.)**

2011 Statewide College Media Award  
First place, Literary Magazines: Poetry, North Carolina College Media Association  
"After Our Rooftop Fight in Old San Juan"

Third place, Radio Broadcast News, National Society for Collegiate Journalists Awards, 88.1 Seconds of Technician, Feb. 18, 2008

## **Service and Memberships**

Reviewer: Gender Issues journal  
Society for Collegiate Journalists  
College English Association  
Science Communicators of NC

## **Education**

M.A. in English  
*North Carolina State University, 2011*  
Concentration in World Literature

B.A. in English  
*North Carolina State University, 2008*  
Concentration in Creative Writing

## **JOURNALIST**

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My work has appeared in online and print publications, including: Walter Magazine, Midtown Magazine, INDY Week, Raleigh Agenda, Raleigh Public Record, Restaurant Insider, and New York Daily News.

### **Raleigh Public Record**

- Assistant Producer and Blog Desk Editor for a live, 3-hour election special broadcast via webcast, WKNC 88.1, and Voter Public Radio
- Served as director of development, securing funding for our nonprofit newspaper, crafting emails and advertising materials for local markets, and organizing a variety of fundraisers
- Founder of the Oak City Bard Brawl, an annual story-telling fundraiser, responsible for securing a venue, sourcing talent and judges, creating promotional materials, and advertising via radio
- Creator of 25 in-depth articles covering NC's fast-track to fracking for bi-weekly publication, including traditional news articles, features, blogs, social posts, interactive, and alternative copy

### **Technician, the N.C. State student newspaper**

*Managing Editor, Deputy Features Editor, News Editor, Copy Editor, February 2006 to March 2008*

- Responsible for day-to-day production, including budget meetings and making deadlines
- Supervised a staff of more than 150 editors, writers and photographers
- Assisted in the management of a \$500,000 budget

## **EDITOR**

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### **MPS | Subject Matter Expert and Copy Editor | *September 2016 to present***

- Edit textbooks, lectures, powerpoints, and test banks with an eye for consistency in tone and voice across a variety of disciplines using AMA, APA, and AP style as appropriate
- Write captions and alt text for images

### **Social Justice Through Collaborative Research and Action American Psychological Association | Copy Editor | *October 2017 to December 2019***

- Edit content in advance of website launch and perform ongoing edits for new content

### **Outskirts Press | Book Editor | *August 2014 to January 2022***

- Edit books across a variety of genres for spelling, grammar, consistency, and tone of voice
- Coordinate with author representatives to provide feedback and facilitate appropriate updates
- Write promotional materials, including back cover copy and synopses

### **Engineering Communications, NCSU College of Engineering | *Editorial Assistant, January 2010 to 2011***

- Produce original content based on College of Engineering affairs and alumni, including feature articles, fact sheets, flyers, acknowledgments, programs, emails, and mailings
- Project Coordinator for the Materials Science and Engineering brochure, spearheading cross-departmental collaboration and coordinating concept, design, print, and publication

## **EDUCATOR**

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### **North Carolina State University**

Women's and Gender Studies, Lecturer and Teaching Assistant

*WGS 293: Gender and the Cultural Construction of Sexuality, 2017-present*

- Created and launched course, which included conducting research, selecting the textbook, writing all lesson plans, lectures, and assignments, and engaging with and grading students

*WGS 330: Women and Health, 2015-present*

*WGS 200: Intro to Women's and Gender Studies, 2015-present*

*WGS 210: Women in Science and Technology, 2010-present*

English Department, Teaching Assistant

*ENG 206: Intro to Drama, North Carolina State University, 2010*