

laurenne sala // writer + creative director

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for biz

2020: Creative Director. Beats by Dre. I helped run the Beats social media, with the goal of uplifting voices of Black, Indigenous, or POC artists and game changers.

2015 - 2020: freelance Creative Director. I spent the last few years swooping into agencies to help brand clients big and small such as Blizzard Entertainment, Target, ChowNow, Mercedes, Fischer Price, Macy's, H&R Block, Hulu, Beats by Dre, etc. This included work for social, TV, brand voice, website, and all the channels.

2014 - 2016: freelance Content Writer. I wrote long-form videos for BuzzFeed & Spotify, some shared millions of times.

2009 - 2015: freelance Copywriter. I helped define and further the brand voice for clients in agencies like 72andSunny, Phenomenon, Deutsch, DonatWald, RPA, Wong Doody, Mullen, etc.

2007 - 2008: art director & copywriter. davidandgoliath: I helped scale Kia Motor's new car, the Soul. I produced award-winning work for Mammoth Mountain and wrote for brands like Bacardi, Marck Ecko, and Universal Studios.

2006 - 2007: art director & copywriter. At Deutsch, I worked on DirecTV and California Cheese, shooting several commercials and writing all retail materials.

2005 - 2006: art director & copywriter. In just over a year at Secret Weapon, I shot over 10 commercials for Jack-in-the-Box and wrote every in-store item. I also pitched and won the Ikea business and did some cool motion-capture video for Activision.

for love

2017-present: mother. Birthed 3 children (two at once!), and continue to keep them alive.

2019-present: group facilitator. New Hope Grief Support, Long Beach, CA

2021: author. *Mi Casa es My Home*, forthcoming picture book. Candlewick

2019: author. *You Made Me a Dad*, a children's picture book about fatherhood. Harper Collins.

2016: author. *You Made Me a Mother*, a picture book about motherhood. Harper Collins.

2010-present: creator, producer, host. Taboo Tales, a storytelling show that encourages people to let go of what society calls 'taboo' by reading their stories on stage

2012: contributor. *Dancing at the Shame Prom*, an anthology about letting go of shame.

for the brain

2012: MA in Spiritual Psychology from the University of Santa Monica

2009: year-long trip around the world

UCLA Writers Lab: Voice, dialogue, memoir, personal essay, young adult, picture books

2004: Miami Ad School creative advertising program

2002: BA University of Southern California