

# Lara

- BIOGRAPHY
- EXPERTISE
- EDUCATION
- GET IN TOUCH

Hi!  
I'm Lara

I'm available at  
[stockholm48@qode.com](mailto:stockholm48@qode.com)  
(+47) 986 77 753

I'm a part writer, part marketer with a background in publishing and a Master's Degree in Direct and Interactive Marketing.



## LORA RASTA

[stockholm48@qode.com](mailto:stockholm48@qode.com)

(+47) 986 77 777

1368 Maryland Avenue NY

Copywriter and content marketer for inspired entrepreneurs who want to turn fans into customers through podcasting & copywriting.

Gain visibility and authority with a [unique mix of content strategy and copywriting](#). I seek to understand your customers and the problems they need to solve. Then I use persuasion science and marketing strategy to create one of a kind content that rapidly drives traffic and builds authority.

Actionable blog content, lead magnets, ebooks, landing page optimization, email marketing and messaging are the core services I offer. Gain visibility and authority [with a unique mix of content strategy and copywriting](#). I seek to understand your customers and the problems they need to solve. Then I use persuasion science and marketing strategy to create one of a kind content that rapidly drives traffic and builds authority.



## Experiences

Jan 2019 - Current

**GOOGLE**

### LEAD MARKETING EXPERT

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<http://www.google.com>

Aug 2014 - Apr 2018

**QODE INTERACTIVE**

### FULLTIME - CERTIFIED WRITER

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<http://www.qodeinteractive.com>

Sep 2012 - Aug 2014

**SAMSUNG**

### JUNIOR COPYRIGHTER

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<http://www.qodeinteractive.com>

## Education

2006 - 2012

**HARVARD UNIVERSITY**

### BACHELOR OF SCIENCE, MARKETING

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<http://www.harvarduniversity.com>

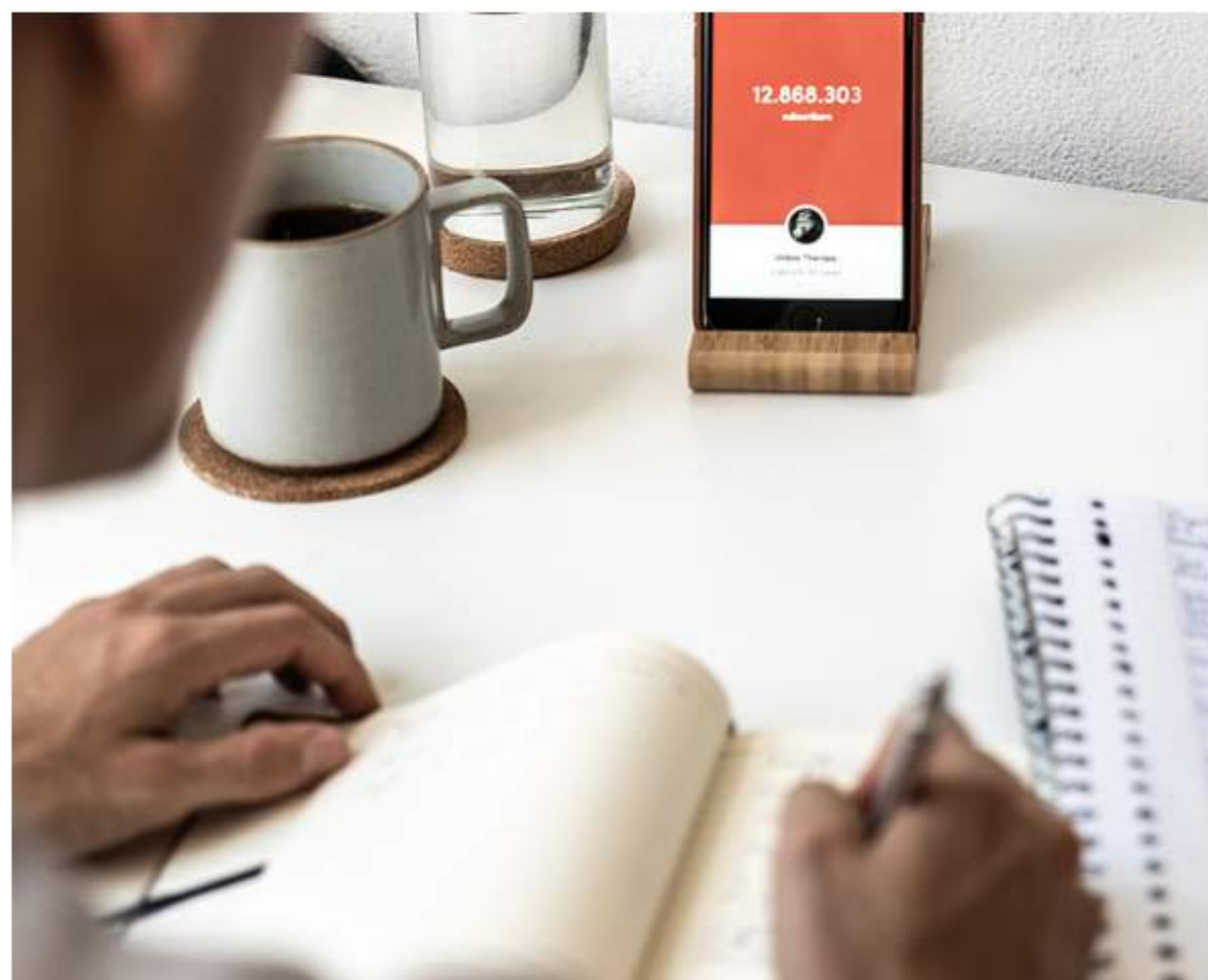
2003 - 2005

**INTERNATIONAL UNIVERSITY**

### COURSES IN JOURNALISM

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<http://www.internationaluniversity.com>



## VALUES

Gain visibility and authority with a [unique mix of content strategy and copywriting](#). I seek to understand your customers and the problems.

Copywriter and content marketer for inspired entrepreneurs who want to turn fans into customers through podcasting & copywriting, email marketing, lead nurture funnels, landing pages, product launches, and social media.

## MAIN SKILLS

- Sales/Marketing Strategy
- Researching audience needs, pain points,
- Search Marketing: SEO & PPC
- Strong communication skills
- Event Planning
- Presenting ideas and/or copy to clients
- Influencer Marketing

## Get in Touch



Name	Email
Subject	Contact
Message	
<input type="submit" value="SUBMIT"/>	