



LAUREN LEOLA PINKSTON

brand storyteller

WORDS PEOPLE ACTUALLY WANT TO READ

Your story.
My words.
Their experience.


Let's start the
conversation.

You've created something special - something the world needs to know about. You're passionate and confident, because what you have to offer is unique. Let's tell them where it came from and how they can be a part of it. Give them an opportunity to relate and interact with your story.

I specialize in working with companies just like yours... thoughtful, aesthetic, and offering a product or service that is very much wanted. I know how to tell them about [you](#).

Let's introduce a lifestyle. Let's give them an experience. The essence of your brand is shared through your story - I can tell it in eloquence and efficiency.

I 'll g e t t h e m [t h e r e](#) .



"Lauren is **incredibly thorough**. Her writing gets to the heart of the message, while still keeping things **light and succinct**."



- **Silvia de Brigard, Founder
Verde Limon**





VERDELIMÓN

tagline

Swimwear with soul.

values

1. We empower Colombian women to strengthen communities at their core.
2. We empower our customers with expression of personal style.
3. We empower future generations with sustainable sourcing and ethical production

about

Flirty, fun, and adventure-friendly, Verde Limon offers sophisticated swimwear for contemporary women. Designed in Colombia using sustainable sourcing and ethical production, Verde Limon's tribute to women is reflected in the aura of the brand's designs. Employing female craftsman empowers our community, as we collectively encourage our customers to embrace their feminine strength.

Inspiration for our seasonal collections is drawn from flora, fauna, animals, and landscapes of the world, resulting in perfectly whimsical and cheeky swimwear. Varying cuts and styles are equally charismatic with colorful patterns and design motifs, from string bikinis and triangle tops to retro high-waist bottoms and polished one pieces, Verde Limon swimwear is intended to embrace femininity and inspire romantic dreams for your next getaway.

product description example


ARIZONA ONE PIECE



The elegant Arizona one-piece colors our mind in desert day dreams. The single bow-tied shoulder strap and a side-scooped neckline gives a cheeky nod to a classic silhouette. With a sleek body, topped in playful detail, the Arizona swim-suit is totally practical for long, hot days under the sun.

The Arizona one-piece is available in your choice of playful prints and classic colorways inspired by the wild wild west.

- Single shoulder strap
- Exposed upper-back
- Premium stretch fabric
- 16% spandex, 84% nylon
- Made in Colombia



"Lauren has a real way with words. She did a great job re-writing some copy for my website and I am truly impressed. Great turn around time too. Would definitely hire again!"

VAGARY
TOGETHER

- Noa Rodriguez, Founder
Vagary Together Travel Agency

about VAGARY TOGETHER

The Social Travel Agency - Find Your Travel Squad

With a mission to awaken ambitions and empower individuals to create a life they love, VT's global community and travel services bring women together, fostering friendships and collaborations in inspiring locations around the world. Meaning "roam" in Latin, Vagary melds bright and driven women, mingling in new destinations with rich culture and vibrant soul.


VT gives women the tools they need to build a purposeful life through educational retreats, social getaways, and meaningful collaborations with successful industry leaders, including entrepreneurs and social influencers. New environments and friendships lend inspiration to elevate individuals and their personal brand. Grounded in wellness, self-growth, and creative expression, VT getaways foster immeasurable outcomes, all while building practical skills in branding and content creation.

quick notes

Why travel with us?

VT was created with the purpose of maximizing the solo-travel experience by:

1. [Organizing a girl gang](#), so you don't have to! We bring together like-minded women to enjoy company without the frustration of group deposits and non-committal travel companions.
2. [Arranging a perfectly balanced itinerary](#), complete with social activities, cultural excursions, skill workshops, photo ops, and relaxation. Our kick-ass trip leaders take care of all the specifics, so you can enjoy the ride.
3. [Facilitating all the details for one accessible price](#). We offer payment plans with no interest and no bullsh*t. One payment, once a month brings boundless experiences, self-growth, and friendship.



"Lauren works with words to make the tone
conversational for my millennial clients. Her
voice is friendly and engaging, like a cool
older sister."

SITRUS

- Mariana Plaza, Founder
SITRUS Eyewear



about SITRUS

Innovative and always stylish, SITRUS eyewear encourages women to embrace their inner strength, outwardly showcased in their own unique look. Founded in Buenos Aires, SITRUS's rebellious spirit identifies with fashionable beings around the globe. The women who wear SITRUS are proud of their beautiful differences, are contemporary in thought, and are not afraid to take risks in the game of fashion. We generously reward them with functional eyewear to create zesty outfits without limitations.

product description example



BETTE DAVIS EYES BRONZE

Inspired by classic Hollywood icon, Bette Davis frames imbue a retro-chic statement, while warm bronze hues appear sleek and monochromatic on sun-kissed summer skin.

- Lightweight, plastic frame
- UV, UVB/UVA Ray protection
- Ideal for statement accessorizing or gift giving

social media adaptations

SITRUS

instagram story



GEORGIA ON MY MIND

A sweet melody, a turning key, and a pair of classic, golden oval frames with dark-tinted lenses - all you need for those afternoon drives cranking oldies. As Ray Charles croons, the road leads back to you - in infinite style



Liked by mariplazag and 75 others

sitruseyewear The Nomad

-

These yellow amber lenses bring to mind the centuries old tradition of bartering precious gems along ancient trading routes, while the unique treasure of gold, rectangle frames maintains a practical edge for any journey

-


Lightweight, aluminum, rectangular frames

Warm, yellow amber lenses

UV, UVB/UVA Ray protection

Ideal for statement accessorizing or gift giving





"I was happy with how Lauren changed the tone to fit my product and international clients. The writing was playful, but sophisticated."

U R B A N A

LUXURY PET BOUTIQUE

- Carla D. Alvaroda de Plaza,
Co-Founder

Urbana Luxury Pet Boutique



about

U R B A N A

LUXURY PET BOUTIQUE

Every king needs a crown and every dog needs a collar. But your dog is precious royalty. A true gem of a fur-ball worthy of a castle and throne. And for that, he has Urbana, luxury accessories for social dogs. Urbana pets are regal and outgoing - they accompany their owners in travel, staying at opulent resorts, frequenting the trendiest restaurants of the day, always the highlight of the party. And for such occasions, one needs to look the part. Urbana dresses your pooch in elegant and exquisite materials to match your classic style. With comfort, ease, and refinement in mind, we've crafted a range of collars, leashes, and other accessories to keep your dog looking like royalty every day, for every occasion.

We design for humans too - man's best friend has never been closer with matching pieces for you and your pooch!

product description example



WARM MERLOT COLLAR

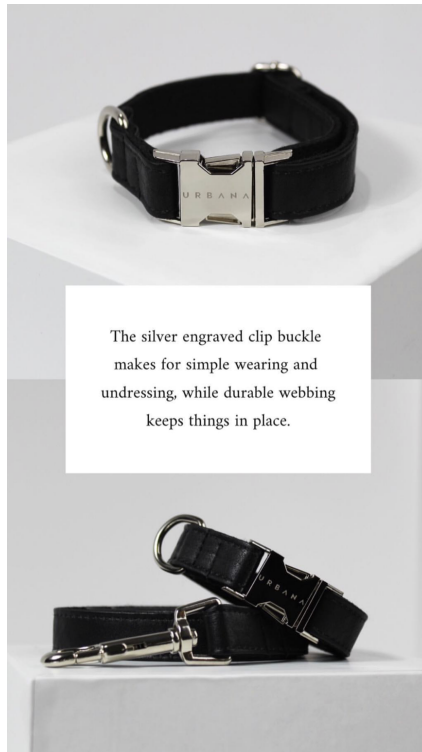
Imagine rich tones of mulled wine snuggled in front of a fireplace with your furry prince. The canine companion who wears Warm Merlot Love offers this cozy feeling as he dons our burgundy toned, soft leather collar. The gold engraved clip buckle makes for simple wearing and undressing, while durable webbing keeps things in place.


- Size adjustable
- Gold engraved hardware
- Clip buckle (easy dressing and removal)
- Faux Leather

social media adaptations

U R B A N A

LUXURY PET BOUTIQUE





"Lauren is **the writer you wish you were**. With your inspiration and her millennial charm, she creates something more **profound and unique**. For any writing needs, I'd recommend her. "

Lore & Lotus

**- Jacquelyn Brink, Founder
Lore & Lotus**





a collection of
whimsical art,
jewelry,
homeware, and
one-of-a-kind
artifacts sourced
globally and
sustainably

taglines


Timeless treasures to enchant your everyday.

&

Worldly treasures for a whimsical life.

mission

From the hands of our artisans to your heart and home, Lore and Lotus curates a collection of whimsical art, jewelry, homeware, and one-of-a-kind artifacts, handmade or reclaimed from the source. Every piece has a story and makes an incredible journey to decorate your life in fantasy and magic. Our products are always derived ethically and sustainably, because we believe in happy endings



"Lauren is a delight to work with. She is very detail-oriented and responsive in her writing and communication. I would recommend her for any task as she promises to deliver excellent results."



- Alexandra Possenti, Co-Founder
Alma Creative Event Agency



about alma

A CREATIVE EVENT AGENCY

We bring people together
in celebration of art, life,
and being grounded in
the moment.

Alma means "soul" in
Spanish. We create
soulful experience that
connect culture and
creativity.

Let's have some fun.
Contact us to produce
your event or join us at
one of our upcoming
parties.



SOULFUL EVENTS
FOCUSED ON
FASHION + MEDIA
+ SUSTAINABILITY

With offices in LA and Tulum, **alma** curates social and functional gatherings in creative capitals around the world, while maintaining a thoughtful, sustainable, and innovative approach to initiate lasting impressions. We're here to make private parties playful, corporate client meetings lively, bazaars immersive, and large scale events intimate. No matter the occasion, we want to keep it about the important things: bringing people together for a shared experience with grounding purpose.

Alma adapts to client's messages and branding in a refined, cool and creative way. With an international background, we aim to manifest style, vision, and communication. Along with event management, **alma** directs content creation and idea generation for brands to engage in a lifestyle component with their audience in the most pure and effective way.

CLIENTS &

collaborations



SOHO HOUSE

Art|Basel

MR PORTER

Just★Don®



RSVP
GALLERY

let's tell it **how it is.**

**LAUREN LEOLA
PINKSTON**

laurenleola@gmail.com

+1 (636) 357-3265

THANKS FOR BEING HERE.