



Lauren Howard

- ✦ Tech & AI Enablement Leader
- ✦ Creator of **Prompt Mama**
- ✦ **CAEVO** Co-Founder

AI for real life.

Helping parents use AI with confidence. No gatekeeping. No perfection pressure.

hi, I'm Lauren

The **short** version.

I spent **15+ years in big tech**, where my whole job was making complicated tools make sense to regular people. Then I had two kids and noticed something: most moms weren't touching the free AI tools sitting right in their pockets.

So I started **Prompt Mama**. I share copy-paste prompts, honest tool reviews, and shortcuts that actually save time. No jargon. No pressure to do it perfectly.

I also co-founded **CAEVO**, an AI platform for the families caring for aging parents. (Yes, I vibe coded my way into a startup. Ask me about it.)

Work smarter, not harder. Then go be a person.

fast facts

- › Mom of 2 (and one Wheaten Terrier)
- › 15+ years in tech enablement
- › Co-founder, CAEVO (AI for aging + caregiving)
- › Lives in ChatGPT, Claude, Gemini & NotebookLM
- › Niche: AI for real life, made for moms
- › Voice: practical, real, encouraging

the receipts

By the numbers.

3,500+

Followers across Instagram & TikTok

50K+

Views in the last 90 days

25K+

Monthly content views

60+

Prompts, guides & tools shared

who's actually watching

Busy parents (primarily moms), plus professionals curious about using AI in real life. They come for the copy-paste prompt and stay for the honesty. Top posts regularly clear **13K to 15K+ views**, and saves and shares run high because the content is built to be used, not just liked.

Full audience demographics and a current rate card available on request.

what I make

Content that gets used.

the prompts

Copy-paste for real life

Meal planning, kid logistics, travel, the mental load. Steal the prompt, get your time back.

the reviews

Honest AI tool tests

What's worth your time and what's hype. I test it so you don't have to.

the career stuff

Career + AI

Automation, job hunting, and staying employable in a fast-changing world of work.

the reset

The Weekly Reset

A calm 5-minute check-in GPT. A shortcut to clarity every Sunday night.

Formats: **Instagram carousels & Reels**, free **PDF guides**, and custom **GPTs & tools**.

a few that took off

15.6K

"Hey Parents: AI isn't just for the office. It's for your home, your family, your life."

13.3K

"Weird Things I've Asked AI as a Mom"

6,483

"The Family Planner: 5 prompts that plan, so you don't have to"

let's talk

Topics I love to cover.

For podcasts, panels, press, and workshops. I make AI feel simple, useful, and a little bit fun, with zero fear-mongering.

AI for real life

How busy parents actually use it day to day, and where it still falls short.

From big tech to bootstrapped

Vibe coding my way into co-founding CAEVO, and what AI makes possible for non-engineers.

Women and AI

Closing the confidence gap, not just the skills gap, so more women lead in this space.

The mental load, automated

Using AI for the invisible work of running a family without losing the human part.

AI and your career

Automation, reinvention, and staying valuable as the rules of work keep changing.

Talking to kids about AI

Tools build guardrails, conversations build trust. Why you need both.

work with me

Let's make something useful.

Sponsored content

Carousels, Reels, and stories. Honest tool features that fit how my audience actually lives.

Podcasts & speaking

Guest spots, panels, and keynotes on AI for families, careers, and women in tech.

Advisory & consulting

AI enablement, product, and go-to-market for family and AI brands.

Workshops

Practical, jargon-free AI sessions for parent communities or teams.

Aligned with the mission? Reach out.

Email

prompt.mama.community@gmail.com

Social @prompt_mama (IG & TikTok)

Web promptmama.ai

Rate card and full audience demographics available on request.