

LAUREN WELLBAUM

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EDUCATION

Bachelor of Arts, School of Journalism and Communication: June 2014

University of Oregon, Eugene

- Major: Communication / Media Studies
- Minor: Italian
- Study Abroad: Università degli Studi di Ferrara (January 2013-May 2013; Ferrara, Italy)
 - Completed coursework in Italian language and Italian arts and culture

EXPERIENCE

Administrative Assistant

June 2010 to Present

Triwell Properties Inc.

- Managed all office duties including daily banking deposits, filing, and assigned special projects
- Constructed informative marketing binders for potential tenants
- Uploaded apartment marketing website information including taking photographs and preparing descriptive details

Social Media Communications & Marketing Intern

October 2014 to July 2015

Leverage Global Partners

- Executed social media and engagement strategy on all platforms
- Designed graphics and other visuals to enhance media content
- Constructed digital newsletters and emails informing members of network updates and events
- Uploaded website content and updated database and tracking systems
- Researched and curated content for articles and videos
- Assisted Marketing and Account Service Team with various projects

Media Intern

October 2014 to December 2014

Chicane Group, Inc. / Gold Standard Sports

- Designed and created electronic press kits for clients
- Promoted clients on social media to enhance their online presence
- Updated music tracking systems to further understand and analyze trends
- Worked closely with the founder of Gold Standard Sports to cultivate brands and images for clients

Social Media Intern

January 2014 to March 2014

Institutional Stove Solutions (InStove)

- Gained professional experience using social media outlets with an internationally-focused non-profit
- Created and implemented a successful social media campaign focused on sustainable development that yielded a 31% open rate and a 5.6% engagement rate
- Increased InStove's online presence and partnered with international aid agencies
- Attracted new donors and encouraged current donors to be involved with InStove's mission

INVOLVEMENT

- Active member of Chi Omega sorority for 4 years and planned events to strengthen the organization
- Coordinated and participated in philanthropic events for Make-A-Wish Foundation

SKILLS

- *Social Media:* Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube, Pinterest, Tumblr
- *Programs:* Microsoft Office, Adobe Systems, Final Cut Pro, iMovie, WordPress, Salesforce