

CORI LANIGAN



LINKEDIN.COM/IN/CORILANIGAN



TWITTER.COM/CORILANIGAN

2240 North Point Street #8, San Francisco CA 94123 | 415-272-5778 | corialanigan@gmail.com

PROFESSIONAL EXPERIENCE

Marketing & Operations Manager | *August 2015 to Current*

UpOut Inc. | San Francisco, CA

- Generate content, lead execution, and organize distribution of UpOut's twice-weekly newsletters and dedicated emails to over 390k subscribers
- Maintain an attractive open & click-through rate using Boomtrain and Google Analytics
- Direct data entry and data verification through UpOut's internal systems for operational purposes
- Lead quarterly intern program by hiring, directing onboarding efforts, and managing internal performance
- Social media account lead utilizing Tweetdeck and Facebook Scheduling to distribute generated content daily to over 96k Facebook followers and 19k Twitter followers
- Manage client banner ads for the UpOut website through DoubleClick while confirming payments through Wufoo
- Assist in planning and producing UpOut's various special events
- Generate daily original and creative content for Facebook and website ads

Social Media and Digital Strategist | *April 2014 to June 2015*

Quack Cave | Eugene, OR

- Managed Digital Landscape (Twitter, Facebook, Instagram) to follow trending topics, Oregon fan voices and connect with online audiences
- Propelled day to day interaction with fans and followers as they communicate and follow Quack Cave
- Searched through various Quack Cave accounts and 20+ hashtags to strengthen the "fan experience" at the University of Oregon
- Increased digital footprint and support the brand voice
- Used Photoshop to promote Oregon athletic teams

Public Relations Representative | *June 2012 to September 2012*

The Benefit Shoot | Eugene, OR

- Promoted a non-profit event to raise money for a community elementary school
- Established a social media presence and grew followers for future promotions on multiple platforms
- Generated a social media calendar with weekly themed posts to provide content for a full year of social posts
- Compiled a media kit, generated media lists and established communication with 6 local news stations

EDUCATION

University of Oregon, School of Journalism & Communication

Bachelor of Arts in Public Relations | Graduated in 2015

VOLUNTEER EXPERIENCE

Public Relations Committee Member | *December 2015 to June 2015*

Camp Kesem | Eugene, OR

- Assisted in drafting social media content and submitted press releases to various news stations for camp coverage
- Brainstormed and executed ideas through design, for informational video and fundraising events

Club Softball Coach & President | *October 2012 to June 2015*

University of Oregon | Eugene, OR

- Set up tournaments with colleges throughout the west coast
- Registered the team for events and tournaments through the club sports website and managed the club softball section
- Planned line ups, game strategies, and practice sessions weekly
- Assessed team members and opposing team management to prepare a competitive game objective

TECHNICAL SKILLS

Microsoft Office Suite, Google Analytics, Localytics, Mass Planner, Tweetdeck, Hootsuite, All Social Platforms, Wufoo, Boomtrain, Instagress, Windows and Mac OS, Photoshop, Vero, Sequel Pro, Terminal, Sublime Text 2, Asana, DoubleClick