

Lauren Turner

Laurenturner2002@gmail.com | 336-813-8009

Education

University of South Carolina, BAJMC College of Information and Communication
Major: Mass Communications- concentration in Public Relations | Minor: Spanish
Awards: Multiple recipient Dean's Honor List

Columbia, SC
May 2024
GPA: 3.29

Experience

Salon 615- Receptionist

Columbia, SC

- Manage appointment scheduling, ensuring efficient allocation of stylists' time & maximizing client satisfaction.
- Oversee the check-in and check-out process, ensuring accuracy in transactions and maintaining client records.
- Assume responsibility for opening and closing procedures, maintaining security and cleanliness standards.
- Undertake various other tasks as assigned, demonstrating flexibility and adaptability in meeting salon needs.

Clutch Coffee Bar- Brand Ambassador

Columbia, SC

- Contributed to Clutch Coffee Bar's marketing efforts by curating engaging content for their social media platforms and leveraging personal accounts to expand audience reach.
- Collaborated with the Public Relations team to establish partnerships with Greek life organizations and clubs at The University of South Carolina, enhancing brand visibility and community engagement.

Final Victory Animal Rescue

Columbia, SC

- Conducted thorough analyses of both internal and external factors impacting the organization's target audience, enabling informed decision-making and targeted outreach strategies.
- Proactively engaged with potential donors, volunteers, and adopters, communicating the organization's mission and opportunities for involvement to cultivate support and expand the network of supporters.

Leadership Experience, Involvement & Certificates

Concentrate of Strategic Thinking and Communications Certificate

Columbia, SC

- The aim of this program is to build an internal framework, transforming students' ability to communicate effectively and to be more strategic leaders.

Delta Delta Delta

Columbia, SC

Committee Operator- Facilitated and coordinated various committees within the chapter to enhance operational efficiency and cohesion, ensuring smooth functioning and effective collaboration among members.

St Jude's Fundraising Chair- Spearheaded the planning, organization, and execution of philanthropic events: St. Jude's 5k, St. Jude's Sincerely Yours, Local % nights, and Delta House of Pancakes.

Dance Marathon

Columbia, SC

- Actively raising awareness & funds for Children's Miracle Network Hospitals and Prisma Health Children's Hospital in the Midlands.

Relay for Life

Columbia, SC

- Participate in a fundraising event organized by the American Cancer Society to support cancer research, patient support programs, and community outreach efforts.

UofSC Women's Club Soccer

Columbia, SC

- Demonstrated teamwork, leadership, and commitment to athletic excellence through regular training and competition.

Skills: Adobe Platform, Microsoft Software, Digital Strategy