

Lauren Elizabeth Keena

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EDUCATION

Wellesley College, Wellesley, MA

Fall 2013 — May 2017

Bachelor of Arts Degree in American Studies with a concentration in American Consumer Culture and a minor in Economics.

Babson College, cross-registered coursework in Principles of Marketing, Marketing Research. Fall 2015 — Spring 2016

Massachusetts Institute of Technology, cross-registered coursework in History. Fall 2016

EXPERIENCE

Lapine Associates, Inc., Stamford, CT

August 2017 — Present

Merchandising Coordinator, Hospitality & Entertainment. Strengthen brand-consumer relationships through consumer insights research, innovative problem-solving, and strategic promotional and retail product programs. Support the overall sales goals of the company's promotional and retail sales groups with a focus on key hospitality and entertainment based clients. Serve as a brand and merchandise expert for company clients, including PepsiCo., Marriott International, Royal Caribbean, Dave & Buster's, Cirque du Soleil, and more. Monitor current market and consumer trends to advise clients on most effective consumer marketing and programming approaches.

Office of the Dean of Students, Wellesley College, Wellesley, MA

Fall 2014 — Spring 2017

Research and Operations Assistant. One of two students asked to work for the Deans. Conducted research projects for the Deans. Performed general office duties. Created digital invitations and promotional announcements for events and parties. Managed highly confidential materials.

SummerTies, Wellesley, MA

Fall 2015 — Spring 2017

Campus Representative. Represented and advertised for the SummerTies clothing brand on the Wellesley College campus through social media postings and promotions. Created incentives for new customer transactions.

Lapine Associates, Inc., Stamford, CT

January 2017

Insights Intern. Gathered and analyzed consumer interest information to assist in merchandizing ideation projects. Created consumer profiles to tailor client-specific product giveaway programs. Tagged, identified, and organized 15,000+ items for Pepsi Co.'s new Shopify vendor website. Wrote blog posts on consumer technology trends. Worked with programs including Shopify, Simmons Database, and Qualtrics.

Lapine Associates, Inc., Stamford, CT

Summer 2016

Logistics Intern. Researched with the marketing, merchandizing, insights, and retail teams to brainstorm, produce, and distribute promotional products for brands across all industries. Attended trade shows to determine current market and consumer trends. Created powerpoints, excel files, and step-by-step educational documents and videos to assist company employees in learning company-specific operating systems. Streamlined warehousing and distribution processes. Prepared domestic and international freight quotes. Arranged shipments with domestic and international service providers.

ACTIVITIES & LEADERSHIP

Wellesley College Alumnae Association

August 2017 — Present

Alumnae Admissions Representative. Administer interviews to student applicants to Wellesley. Attend local college fairs as a representative of Wellesley College to increase awareness and interest in college applicants.

Wellesley College Board of Trustees Student Life Committee

Fall 2016 — Spring 2017

Student Representative. Serve as one of four student resources to the Board of Trustees on matters related to student life at Wellesley. Participate in three yearly meetings to discuss the most pressing campus concerns, organize plans for improvement of the student experience, and report progress.

Wellesley College Class of 2017 Council

Fall 2016 — Spring 2017

Secretary. Record minutes for weekly Council meetings. Host monthly class- and campus-wide events for students. Fundraise to finance Senior class events. Organize Senior Week events for Class of 2017 students. Work with Wellesley College administrators to bring Hillary Clinton as Commencement speaker.

Girl Scout Gold Award Recipient

September 2012

Created and implemented a safe boating workshop for teenagers — *Teens on the Water* — with support from the Darien Marine Police Department.

SOCIAL MEDIA

Brands that have utilized content from personal Instagram account for their posts and/or stories include:

@townandcountrymag, @wellesleycollege, @hillflint, @shopkirbygirl, @coastalconnecticut, @bertram_yachts, @darienboatclub and @goodnightstay.

SKILLS

Highly organized. Strong interpersonal and communication skills. Advanced understanding of Microsoft Office Suite. Advanced understanding of social media platforms and social media marketing strategies.

