

Lauren Minter

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EDUCATION

University of Oregon
Bachelor of Arts, *Psychology*

Eugene, OR
June 2010

WORK EXPERIENCE

Digimarc

Marketing Intern (4 month program)

Beaverton, OR
May 2013-Current

- Analyzed prevalence of use of mobile response codes and general trends in print, and interactive content in digital publications to determine target market
- Created 40+ pitchmags (pitch material) to send to magazine publishers to demonstrate technology resulting in 5 scheduled webinars
- Assisted in presenting company background and technology in webinars with magazine publishers, and scheduling watermark training

Farmers Insurance and Financial Services

Agent/Producer

Beaverton, OR
December 2011-May 2013

- Created consultative sales approach to help customers choose insurance program that best fits their financial needs
- Contacted over 70 customers per day, primarily through telemarketing, resulting in a close ratio of 1.7% and \$70,000 of revenue in the first year
- Demonstrated superior customer service through repeat customer referrals

ShelterCare

Qualified Mental Health Associate

Eugene, OR
June 2010 – August 2011

- Developed skills to serve as a successful victim advocate during crisis intervention to keep safe environment for clients
- Tailored therapies specific to 12 individual clients' needs using methods from Sanctuary Model Therapy
- Organized and supervised daily individual and group outings in the community to keep clients active and involved in community

Dutch Bro.'s Coffee

Barista

Tualatin, OR, Newberg, OR
June 2007 – September 2007, May 2006 – September 2006

- Provided exceptional customer experience with positive attitude and fast, consistent service resulting in repeat customers
- Quickly embraced company's proven systems for efficiency and cleanliness – promoted after 2 months from starting employment
- Delegated duties of team members every shift to ensure completion of all responsibilities

NONPROFIT AND COMMUNICATION EXPERIENCE

ShelterCare

Volunteer

Eugene, OR
March 2010-June 2010

- Created a year-long calendar of community events and reoccurring outings for clients
- Collaborated with other organizations to provide their services to clients at reduced or no cost
- Promoted into a mid-level full-time position within 4 months

ADDITIONAL

- Farmers Consultative Sales Strategy designation
- TOEFL (Test of English as a Foreign Language) certified English instructor
- QMHA (Qualified Mental Health Associate) designation
- Basic knowledge of Microsoft office (Word, Excel, Power Point)