

# Lauren Carrico's Portfolio

Lauren Carrico is a young professional with experience in digital media and video production, looking to expand into the corporate and creative world post-graduation. Her work includes projects in social media marketing, sports videography, and video editing, and she is constantly evolving as the media landscape does as well.

The media landscape is constantly changing, and there is no one better to bring into it than a young professional with experience and a passion to learn and grow. Enter: Lauren Carrico. As a current college student, she has gained invaluable experience in social media marketing, video production, videography, and editing, and marketing strategy. After graduation, she will continue to foster the skills she has learned while expanding into new areas of creativity, innovation, and artistry. Her work doesn't just include content: she has also had real-world experience in a professional office work environment and interactions with clients while representing a business organization. Through these opportunities, she knows that transparency and vision are the key ingredients to making projects work, and through both her professional relationships and digital media projects, these traits are at the forefront of everything she does, and everything she will do.

## **Personas:**

35 year old employment recruiter, working at a large marketing agency in an urban city, looking to hire for a newly vacant marketing strategist and media production position in the company, wants someone with experience in the field but also someone who is open to learning and being molded to fit the company's standard practices.

40 year old hiring manager, works at a sports broadcasting company with offices across the country, looking to hire a media production and content creator for athletics content, needs someone with experience in sports marketing and videography, needs someone with knowledge of various sports and interest in sports media.

## **Competitors:**

Katja Alissa Mueller (<https://www.katjaalissamueller.com/>)

Ana Realmuto (<https://www.anarealmuto.com/>)

## Shorthand Flow

Header w/ navigation  
to "home", "about",  
and "gallery" pages



"about" page w/  
contact form  
to get in touch

click on "about"  
nav. option

fill out form  
& submit

## Explanation

This shorthand flow shows how a user, such as a job recruiter, would navigate from any page in the website to the "about" page in order to get in touch w/ the creative about employment or questions about the work / person.

WIREFRAME 1

L C

HOME

ABOUT

GALLERY

APPRECIATION

## WIREFRAME 2

HOME ABOUT GALLERY

ABOUT

GALLERY

Welcome to my portfolio!

~~Through my experiences in~~

"Let my resume speak

for itself  
and my work too but  
here's some facts about me!

1) I prefer live albums over  
~~concerts~~ studio.

2) I can count to 10 in 3 languages  
Chinese

3) I collect stickers

RESUME

CONTACT

Message

Send

PIC OF  
ME

WIREFRAME 3

L C.

HOME

ABOUT

GALLERY

Thumbnail  
(Link)

Thumbnail  
(Link)

MSU Soccer

- Editing
- coloring

[See]

MSU Athletics

- Editing
- coloring

[See]

MSU Volleyball

- Fixing
- Editing
- coloring

[See]

Thumbnail  
(Link)

Spartan Hockey

- Editing
- coloring

[See]

L . C .

HOME

ABOUT

GALLERY

MY NAME IS  
LAUREN CARRICO  
AND THIS IS MY  
PORTFOLIO.



**Lauren Carrico**  
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**EDUCATION**

Michigan State University | East Lansing, MI December 2025  
Bachelor of Arts in Information Science, Minor in Spanish

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**EXPERIENCE**

Spartan Vision Student Intern August 2024 – Present  
Michigan State Athletics | East Lansing, MI

- Work within the Creative Services department to create content for various D1 sports to be used for social media, in-game production, and other athletic department marketing.
- Attend NCAA and BIG 10 sporting events to capture video content to be used for marketing and social content by the athletic department and the university.
- Monitor trends in sports social media content, applying these insights to develop engaging content that aligns with the MSU Athletics brand.
- Edit and collaborate on projects with other interns, maintaining an efficient workflow and combining perspectives to consistently improve content.

Creative Intern May 2024 – August 2024  
Wayne Media Group | Brighton, MI

- Rotated between companies 5 departments (consulting, web, video, creative, podcasting) to gain comprehensive insight on how the agency operates across all services.
- Edited internal videos projects using DaVinci to be embedded on the Speakeasy Podcast Network website that addressed common client questions.
- Received in-depth instruction, observation, and application of knowledge in podcast studio engineering equipment, videography/photography equipment, and the Squarespace platform in website development projects.
- Created internal reels and creative content to be featured on the company's social media platforms to engage current clients as well as prospective clients.

Social Media Intern January 2024 – April 2024  
Detroit Public Television | Detroit, MI

- Created promotional video projects using Premiere Pro, showcasing station and community initiatives in Detroit.
- Tracked and collected analytics on livestream and post performances using Meta Business Suite, YouTube Studio, Excel, and Airtable to be included in performance reports.
- Attended station events and shoots to gather BTS content for social media posts and organize this content into accessible folders for all staff members with Dropbox.
- Planned, organized, and scheduled social media posts on Facebook and Instagram using Sprout Social to be included in the company post calendar.

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**EXTRACURRICULARS**

MSU Women's Club Soccer | Social Media Manager August 2023 – Present

**Welcome to my portfolio!**

**Take a look around at some projects I've worked on and my resume.**

**While you're here, here's some fun facts about me:**

- 1. I prefer live albums over studio records.**
- 2. I can count to 10 in three languages.**
- 3. I collect stickers**

**let's connect!**

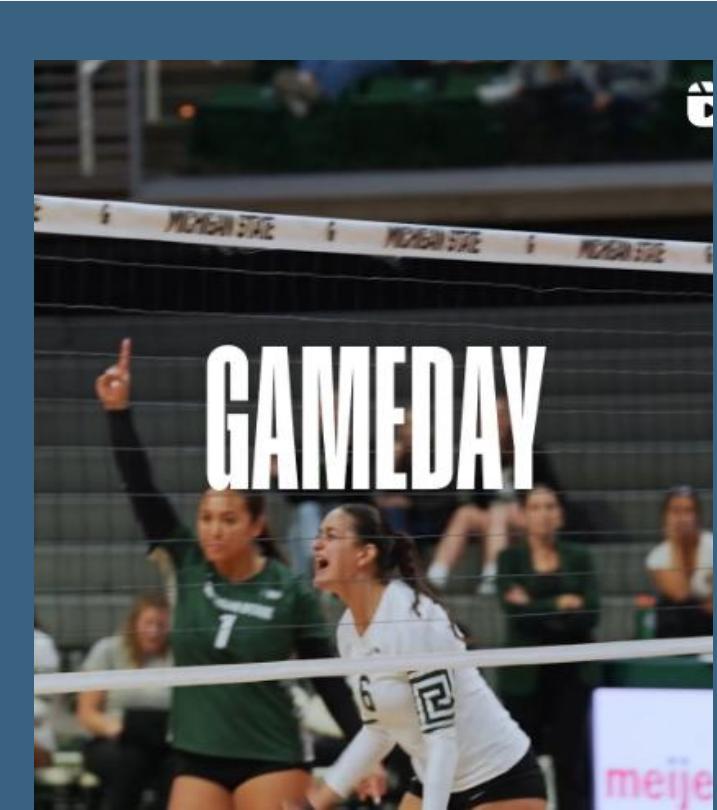
**message**

**send**



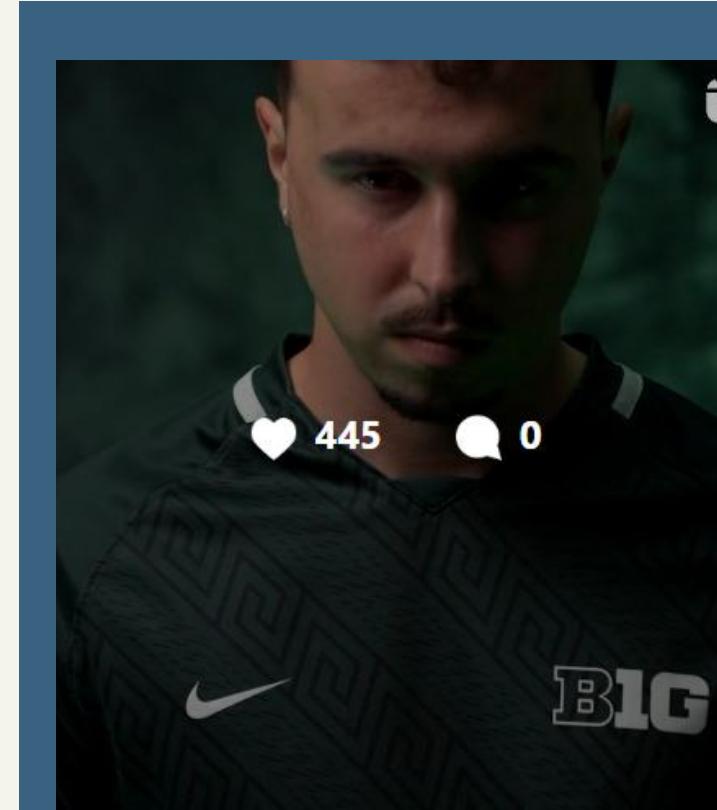
## MSU Hockey

- Editing
- Coloring

[see](#)

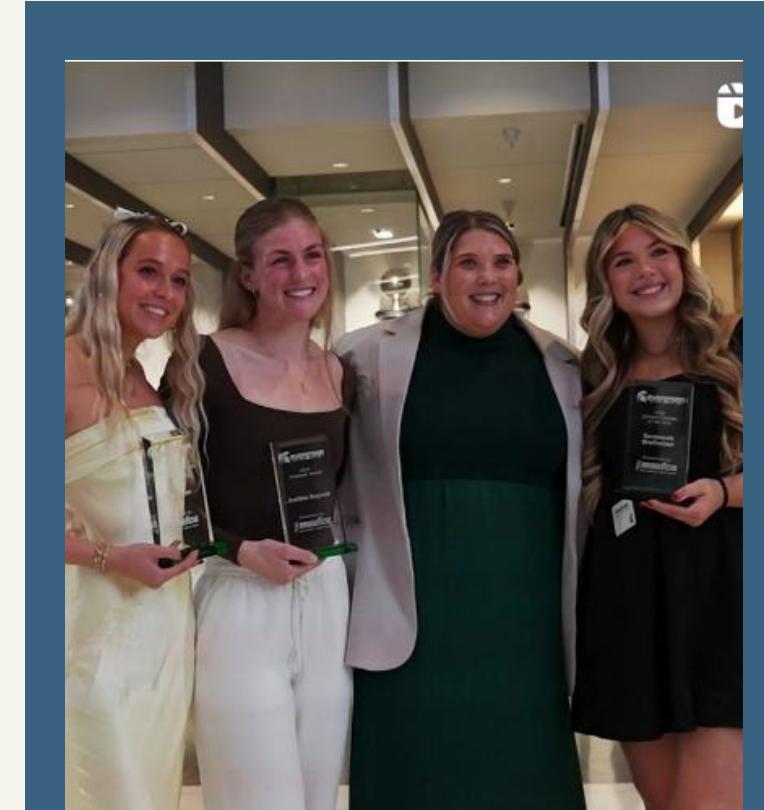
## MSU Volleyball

- Filming
- Editing
- Coloring

[see](#)

## MSU Men's Soccer

- Editing
- Coloring

[see](#)

## MSU Athletics

- Editing
- Coloring

[see](#)