

LAUREN E. LAMENSDORF

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418 E. 8th Street
Bloomington, IN 47408

EDUCATION

Indiana University, Media School

Bloomington, IN

Bachelor of Arts in Journalism

Specialization: Public Relations and Advertising

Minor: Tourism, Hospitality and Event Management, School of Public Health

May 2016

GPA: 3.3/4.0

WORK EXPERIENCE

Marketing and Events Intern, The Monroe County Humane Association

January 2016-Present

- Write press releases for upcoming programs and events
- Coordinate charitable outreach efforts
- Create social media content
- Assist in the distribution and delivery of marketing materials
- Assist in planning events

Publicity and Promotions Intern, Allied Integrated Marketing

June-August 2015

- Researched and carried out marketing and publicity strategies for film entertainment companies
- Analyzed films and determined appropriate target audiences in the Chicago-area market in order to effectively advertise the release of major motion pictures
- Developed mutually beneficial relationships with local businesses to promote the release of new films
- Assisted with advance film screenings by distributing passes and directing celebrities, film critics and VIPs
- Wrote detailed screening reports on each film to be sent to the appropriate studio

Communications Intern, Girl Scouts of Middle Tennessee

June-August 2014

- Wrote multiple stories and articles for various publications, including On My Honor, Girl Scouts of Middle Tennessee's quarterly magazine
- Updated and re-wrote many web pages on the Girl Scouts of Middle Tennessee website to better appeal to Girl Scouts' target audience
- Directed media outlets and assisted with photo ops at several fundraising events
- Assisted in creating social media training material
- Created and updated extensive media lists
- Collected and organized press releases mentioning Girl Scouts of Middle Tennessee from years past to the most recent

Varallo Public Relations, Nashville, Tennessee

June-August 2014

- Took a leadership role on a project involving the Tennessee Department of Transportation (TDOT)
- Researched and recorded contact information for civic organizations of interest to TDOT

ACTIVITIES

Vice President of Recruitment for Sigma Delta Tau Sorority (SDT), Bloomington, Indiana

December 2013-January 2015

- Organized and created recruitment events and recruiting schedules
- In charge of running SDT's social media sites and overseeing public relations
- Managed a \$10,000 budget
- Worked closely with the rest of SDT's council and the president
- Selected individuals to be in charge of recruitment sub-committees from a pool of applicants
- Liaison between the Indiana University PanHellenic Association and SDT

SKILLS

Social Media*Newspaper Writing and Editing*Audio Storytelling*Adobe Audition*InDesign*Adobe Photoshop*WordPress*Microsoft Office

INTERESTS AND HOBBIES

Animal Welfare * Horseback Riding * Travel * Reading