

LAURA GEHRING

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PROFESSIONAL EXPERIENCE

FUNDACION CRECER

Incoming Associate, Crowdfunding & Digital strategy

Santiago, Chile
Jan 2022 – March 2022

- Fundación Crecer is a Microfinancing NGO who supports small entrepreneurs
- Project lead on Digital Alphabetization effort to fund digital literacy and the acquisition of smartphones
- Customer analytics on previous donors to gain insight on donor behaviour and optimize crowdfunding strategy

SHINE COMMUNICATIONS

Marketing Intern, Fast-Moving Consumer Goods

Lausanne, Switzerland
Summer 2020 & 2021

- Team member in two key corporate campaigns commissioned by Nestlé Corporate ESG (sustainability) and Sunstar Oral Health. Was able to take the lead in delivering competitor and strategic context
- Given opportunity to be part of presentation team at Corporate debrief, validating presentation skills
- Contributed to campaign content and SEO approach. Learnt about corporate multinational expectations in fast-moving consumer and healthcare goods
- Due to high performance in summer 2019 was invited back in 2020

180 DEGREES CONSULTING

Junior Consultant and Team Leader, c/o Bocconi University

Milan, Italy
2018-2021

- 180 degrees consulting is the world's largest consultancy for non-profits and social enterprises
- Most notably worked for Lagos Food Bank initiative during 2 semesters and subsequently became team leader
- Looked at organizational efficiency and recommended new structure and workflow
- Created social Return on Investment (ROI) calculator for donor and impact reports, with mentoring from Bain & Co.

VOLUNTEER EXPERIENCE

ASSOCIATION ESPOIR JEUNES

Volunteer

Lausanne, Switzerland
2014-Present

- Family led organization which helps fund orphans in rural Ouagadougou, Burkina Faso
- Helped with the initial website development and presence on socials
- Marketing support and networking at society fundraising events

EVAM, Établissement Vaudois Accueil des Migrants

Volunteer

Lausanne, Switzerland
2016-2018

- Volunteered to support weekly activities to help integrate migrant children into the Lausanne community
- Delivered French lessons, homework support; engaged in swiss cultural activities and play time with local children.

EDUCATION

BOCCONI UNIVERSITY

Bachelor of Science in international Economics & Management, GPA 97/110

Milan, Italy
2018-2021

- Active member of two clubs: Entrepreneurship club and 180 Degrees Consulting
- BSc Thesis: Social Listening to refine the Fashion Product Development Process.
- Proficient in R studio, STATA and Microsoft package.

INTERNATIONAL SCHOOL OF LAUSANNE

Bilingual International Baccalaureate

- Activities and Societies: Homeroom Leader (Y12); Volleyball team; Football team; Stage Manager in School Play
- Academic Path: High Level courses (HL): Mathematics, Physics, and Biology. Bilingual (A Level); French and English, Standard Level (SL); Humanity: Geography

ADDITIONAL INFORMATION

- **Interests:** Avid skier. Completed 180 KM, 7-day trip glacier crossing from Chamonix to Zermatt (la Haute route), Regular runner; member of cross-country team in high school and always competing in Lausanne 10km
- **Language:** Fluent in English, Italian, French, and conversational Spanish (B1)