

LAUREN WARD

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| EDUCATION | UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2019 <ul style="list-style-type: none">• GPA: 3.20/4.00• Member of Delta Sigma Pi, Professional Business Fraternity• Ross Student Representative for Central Student Government• Volunteer with U-M's Students Organize for Syria• Entertainment Chair for Elegance Fashion Show School of Music, Theatre, and Dance Minor in Performing Arts Management, May 2019 | Ann Arbor, MI |
| EXPERIENCE 2018-Present Part-time | BEE WAXED COSMETICS Marketing Strategist <ul style="list-style-type: none">• Facilitated social media renovation for company, including complete rebrand of company, website and all social media platforms, resulting in 60% increase in web traffic• Designed concept ideas for product promotion by leading photo shoots and creative media to be featured on revamped media platforms, allowing for increased product transparency between the business and consumer• Utilized skills in Python programming to harvest user data APIs, streamlining marketing tactics to better target consumer demographics of those visiting website, resulting in sales increase of 27% | Pontiac, MI |
| Summer 2017 | PWC Start Masters Intern, Global Marketing and Communications Analyst <ul style="list-style-type: none">• Managed Twitter accounts for two Global Human Capital Management leaders based out of India and France, increasing their followers by 25%• Performed an audit shadow for year-end commingled funds of a Fortune 500 company, gaining exposure to a new area of accounting• Directed research and development for four internal micro-marketing campaigns surrounding diversity and inclusion, expanding firm awareness about these topics | New York, NY |
| Summer 2016 | BELL MEDIA River Roadie, Radio Intern at 93.9 The River Radio <ul style="list-style-type: none">• Interacted with over 1,000 listeners for station promotion through attendance at different event locations, increasing awareness about station around Metro Detroit• Facilitated contest and on-site sweepstakes entries by collecting ballots from listeners and encouraging public participation, expanding station's broadcasting audience• Assisted in transport and set-up of station equipment at over 20 concerts, festivals, and events, helping to reduce overall set-up time for summer | Bingham Farms, MI |
| Summer 2016 | PWC Start Intern, Autofacts Summer Analyst <ul style="list-style-type: none">• Organized and compiled over 15,000 data points for Chinese automotive sector and collaborated with senior managers, presenting research findings to 50 global automotive clients• Researched four other financial branches of firm by shadowing firm partners for one month while simultaneously partaking in core internship program, learning about future job opportunities in various business sectors | Detroit, MI |
| ADDITIONAL | <ul style="list-style-type: none">• Skilled in Python, HTML, CSS programming languages, Microsoft Excel, and Adobe Photoshop• Fluent in English and Spanish, conversational in French, currently learning Arabic• Pianist, 15 years of private study (Russian Classical)• Performed independent marketing research project on potential comparisons between marketing theory and René Thom's Catastrophe Theory• Featured on NPR's "Stateside," discussing the diversity climate at the University of Michigan• One week global immersion in Morocco studying international trade strategy | |