

Lauren Taylor Knutson

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EXCEL GOOGLE ANALYTICS HTML/CSS R/RSTUDIO SEM/CONTENT STRATEGY

EDUCATION

University of Wisconsin, Madison, WI – BBA Marketing

AUGUST 2018 – May 2022

GPA 3.617/ Dean's List Sp.2019 and 2020

Certificates in Digital Studies and Theatre

CAMPUS INVOLVEMENT

Women In Business, Madison, WI

SEPTEMBER 2018 – PRESENT

Vice President of Member Relations—Empowering members to develop throughout their community and professional journeys/ Managing 2 directors to create 7 events/ Emphasizing diversity and inclusion as a top down process to organization.

Senior Vice President of Corporate Relations—Managing 3 Leadership Roles/ Establishing Relationships with 5 or More Companies for Events/ Creating Accessible and Engaging events for 120 members/ Communicating Corporate Plans to Board Members/ Raising \$4000.

Vice President of Corporate Relations—Supported SVP in Planning Process/ Innovated New Pre-Event System/ Managed 2 Trip Directors/ Coordinated with Transportation Companies.

Public Relations Director—Social Media Campaigns/Revamped WIB's Image/ Branded Apparel Design/ Increased views per post by 300-500%.

MENTORING/RECRUITING—Selecting New Cohorts/ Curating a New Recruiting Platform for up to 500 applicants/ Mentoring New Members

PROFESSIONAL EXPERIENCE

Milwaukee Tool, Brookfield, WI – Product Marketing Intern

JUNE 2020 – AUGUST 2020

Organized and Executed Field Testing Logistics and Planning for over 300 units of NPD/ Curated an Extensive Analysis of 8 Future Competitors' Online Presence/ Developed Marketing Communication and Training Assets for a Large New Product Launch in 2020/ Communicated Across Departments to Provide Information to Distribution Partners.

UW-Madison Data Science Hub – Student Program Assistant

OCTOBER 2020–PRESENT

Documenting Processes for Future Trainings/ Creating Bi-weekly Eloqua Newsletters for 500+ Graduates and Professionals/ Creating Custom Websites per Event Using Github/ Training in various programming languages for varying tasks.