

# Lauren Taylor Knutson

Ltknutson@wisc.edu/ 608-459-0375/ 20 South Broom Street, Madison, WI.

## Digital Information

Coding/Hardware/Security

## Google Analytics

SEO, Marketing Analytics

## CodeAcademy\*

HTML, CSS, SQL

## Marketing Research

SSPS, Qualtrics

## EDUCATION

### University of Wisconsin, Madison, WI – BBA Marketing

AUGUST 2018 – PRESENT

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

Certificates in Digital Studies and Theatre

### River Valley High School, Spring Green, WI

Graduate 2018

Summa Cum Laude/National Honor Society/Senior Class President

## CAMPUS EXPERIENCE

### Women In Business, Madison, WI

SEPTEMBER 2018 – PRESENT

**Senior Vice President of Corporate Relations**—Managing 3 Leadership Roles/ Establishing Relationships with 4 or More Companies for Events/ 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

## WORK 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 100+ Graduates and Professionals/ Creating Custom Websites per Event Using Github.