

Lauren Wilson



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Education



Michigan State University

Current GPA: 3.8495

2012 - Expected December 2016

- **Major:** Marketing - Eli Broad College of Business
- **Major:** Media & Information (Interactive and Social Media) - College of Communication Arts and Sciences
- **Minor:** Information Technology - Eli Broad College of Business

Notable Achievements

- Honors College National Scholarship
- Dean's List – Spring Semester 2013 to present
- Hall Government Secretary (2012 – 2014)
- Ladies First A Cappella: Treasurer (2013 - May 2015), President (May 2015 - present)
- Leaders in Information Technology: PR Manager (May 2015 - present)
- Studied abroad in Barcelona, London, and Paris

Employment and Volunteer Experience

Meridian Entertainment Group - Intern (May 2015-present)

- Communicate with other companies concerning entertainment acts, created promotional material (billboards, posters, etc.)

Common Ground Music Festival - Intern (April 2015 - July 2015)

- Assisted in marketing tasks to promote the festival and interact with people to enhance festival environment

Greater Lansing Sport and Social Club - Intern (January 2015 - April 2015)

- Assisted with hosting sport leagues, interacting with customers, and creating advertisements for target market

H.F. Wilson Engineering Co. – Intern (2012-2014)

- Helped run account payables department, as well as assisted in invoicing and accounts receivables

Student Ambassador (2009-2012)

- Lead multiple student functions using organizational and leadership skills

Various Charity Drives: (Harvest of Hope Annual Food Drive, AIDS Pantry Food Drive, Salvation Army Clothing Drive, & Toys for Tots Toy Drive) (2008-2012)

- Used organizational skills to plan and host various charity drives, as well as encourage peers to donate

Skills

- **Social Media Proficiency:** Able to navigate and utilize social media for advertising and communication purposes.
- **Time Management:** Able to balance multiple responsibilities and tasks at one time both for individual and group projects.
- **Leadership:** Proficient in taking charge in group settings by organizing and assigning tasks, as well as leading groups by taking initiative and setting a good example
- **Apple and Windows Systems Applications:** Proficient in Finale Songwriter, Microsoft Word, Microsoft PowerPoint, and Microsoft Excel. Also familiar with Apple operating systems, Microsoft Access, Cognos Insight, Arena Simulation, and SPSS
- **Adobe Creative Cloud Programs:** Proficient in Illustrator, Photoshop, Lightroom, and Dreamweaver. Familiar with InDesign and After Effects
- **Programming:** Familiar with XHTML, CSS, JavaScript, and Python
- **Design:** Able to create information graphics and flyers using Adobe programs
- **Customer Service:** Able to converse with clients to problem solve on the phone and in person