

# Lauren Wilson

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## Education

### Michigan State University

Current GPA: 3.8549

2012 - 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
- West Aurora High School Valedictorian - Class of 2012 - consisting of 730 students

## Employment

### The Vocal Company - Marketing Intern

August 2016 - present

- Collaborate to create inbound marketing strategies for a niche market of millennials in a cappella music programs
- Creating promotional graphic and written content, researching news in the field, and reaching out to clients

### Dowl-It - Intern

May 2016 - August 2016

- Managed website optimization
- Communicated with vendors for product pricing

### Varsity Vocals- Production Intern

January 2016 - March 2016

- Plan and produce competitive a cappella events for the International Championship of High School A Cappella
- Will begin as ICHSA Great Lakes Producer in January of 2017

### South Milwaukee A Cappella Festival - Educator

January 2016

- Instructed high school students in vocal percussion and singing techniques
- Led masterclasses with high school a cappella groups

### Meridian Entertainment Group - Intern

May 2015 - September 2015

- Communicated 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 festival
- Interacted with attendees to enhance festival environment

### Greater Lansing Sport and Social Club - Intern

January 2015 - April 2015

- Assisted with hosting sport leagues by interacting with customers
- Creating advertisements for target market

## 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.

**Event Planning:** Able to coordinate and produce events on a large scale

**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 iMovie, Finale, Microsoft Office Suite, Google Drive, and Apple operating systems. Also familiar with PC operating systems, Cognos Insight, Arena Simulation, and SPSS

**Adobe Creative Cloud Programs:** Proficient in Illustrator, Photoshop, Lightroom, and Dreamweaver. Familiar with InDesign and After Effects

**Programing:** 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