

# Lauren Wilson

www.wilsonlauren.com



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

## Employment

#### South Milwaukee A Cappella Festival - Educator (January 2016)

- Instructed high school students in vocal percussion and singing techniques, as well as 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 and interact with attendees 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

## 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 iMovie, Finale Songwriter, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Google Drive, and Apple operating systems. Also familiar with PC operating systems, Microsoft Access, Microsoft Outlook, 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