

# Lauren Boles

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## EDUCATION

### STANFORD UNIVERSITY - Class of 2026

- **Concentrations:** (1) Communications (2) Media (3) Psychology
- **GPA:** 4.1 (4.0 scale)

## WORK EXPERIENCE

### ZEITGEIST - Business Development & Partnerships

Aug 2025-Current

Zeitgeist is a proprietary SaaS platform that uses AI agents to monitor relevant news real-time and create branded social content for mass distribution, dramatically reducing digital marketing/PR labor and publishing times.

- **BizDev** - Used AI to conduct personalized outreach to C-suite, securing 2-3 intro meetings for the CEO/daily to discuss custom campaign deals ranging from \$10k-\$200k each
- **Pitching** - Booked meetings with 13 Shark Tank companies and 20+ fast-growing B2C brands
- **Quotes** - Created 1-3 proposals/day featuring sample advertorial posts and influencer marketing strategy
- **Contracts** - Prepared and sent a SOW/day to potential clients with pricing and campaign launch timeline
- **Daily CEO Collaboration** - Co-pitch with the CEO; discuss campaign pricing and platform improvements

### FOX ENTERTAINMENT - Marketing & Production Management

Jun-Aug 2025

- **Using AI to Tell Stories:** Utilized Midjourney to rapidly prototype and develop visual concepts (stills, videos, and audio) to pitch a network game show directly to SVP
- **Competitive Bench and Social Listening** - Tracked social buzz for brand and competitors and follow real time trends, researched international markets
- **Cross-Department Collaboration** - coordinated high-volume production planning, post-production editing changes, creative advertising, and talent appearances on media outlets with tight deadlines

### JERRY MEDIA - Account Management & Digital Content Production

Apr-Sep 2024

Jerry Media commands 80% of social media meme content with 100M followers, serving Fortune 500 clients and fast-growing brands in the US including *McDonald's, Smartwater, Bumble, Domino's, DraftKings, and Kalshi*

- **Account Management** - client onboarding, manage expectations, issue triage, and follow through
- **Meme Monetization** - Hand-selected 300 memes/day for Snapchat posts that boosted story dwell time
- **News Content Creation** - Wrote 70+ engaging news captions/day, driving Snapchat audience interaction
- **Deliver Campaigns** - Deliver campaigns that are authentic to social platforms, optimized for engagement, and built to generate measurable ROI
- **AI/Digital-Driven** - Worked daily with Anthropic, Claude, Figma, Pages, and Airtable for CRM/PM

### MARVISTA ENTERTAINMENT - Content Strategy Intern

Jun-Aug 2023

- **Content Strategy** - Evaluated potential content for fit with brand persona and target audience
- **Storytelling** - Provided creative input on story arc
- **Analytics** - Built a database of emerging talent to profile and analyze
- **Pitching** - Concept and presented the pitch deck to the VP and SVP

## LEADERSHIP & EXTRACURRICULARS

**Child Television Actress** - 7-year recurring role on Days of our Lives, 215 episodes, winner of a Daytime Emmy

**Jewish Student Assn.** - President - Lead a 270 person organization with a \$30k budget for 114 events/year

**Conversational Spanish** - Studied abroad in Madrid, 4 years of written/spoken Spanish