

Lauren Anna White

Objective

To motivate and contribute to your organization's public relations and marketing efforts through innovative and creative communication strategies while enhancing company growth and profitability.

Professional Profile

- Rising professional with public relations experience, as well as solid interpersonal and communication skills.
- Creative thinker with knowledge of marketing and graphic design.
- Excellent organizer with strong planning and problem-solving skills.
- Self-starter and team player who can handle multiple priorities and deadlines.
- Motivated achiever with a positive attitude and competitive drive for success.
- Experience with AP Style, Photoshop, Dreamweaver, InDesign, Word, Excel, Powerpoint, CisionPoint, Nexis

Education

Auburn University, *Bachelor of Arts in Public Relations*, Auburn, AL, August 2009

- Worked with four students and a client to develop a campaign for the Auburn Technical Assistance Center
- Created personal Web site at www.laurenawhite.com and created a mock media kit on The Sephora Project
- Conducted a survey on the Auburn University College of Liberal Arts English department's job satisfaction and analyzed results in SPSS
- Interviewed students or businesses each week to write articles and create videos for various Auburn Websites

Lorenzo De Medici, *Summer Study Abroad*, Florence, Italy, 2008

Experience

Independent Social Media Provider, *[meta]marketer*, Nashville, TN, November 2009 to Present

- Utilized unique article distribution methods to improve distribution of press releases and articles
- Provided sophisticated grassroots social marketing services for agency clients on blogs and forums
- Utilized natural SEO techniques for all tasks to improve client exposure for target phrases in search engines

Intern, *Jarrard Phillips Cate & Hancock*, Nashville, TN, January 2010 to May 2010

- Worked with co-workers on client accounts in regards to mergers & acquisitions, crisis communication, reputation management and traditional PR
- Drafted and edited press releases, Web copy, pitch letters, media lists and community and executive letters
- Developed research content for client teams

File Clerk, *Leitner Williams Dooley & Napolitan, PLLC Law Firm*, Nashville, TN, May 2009 to December 2009

- Followed a format designed by the firm on how to file and close legal documents
- Assisted the Director of Client Development on various promotional and marketing efforts

Promotions Intern, *Citadel Broadcasting*, Nashville, TN, May 2009 to July 2009

- Assisted with the set-up, execution and break-down of 103 WKDF and 104.5 The Zone remotes, live shows, van appearances and special events
- Executed promotional elements that provided content for events and for the companies Websites
- Covered a country artist's fan club party and interviewed the artist to write a story about the event

Membership Vice President, *Social Sorority*, Auburn, AL, January 2007 to December 2007

- Planned six events including: a spring workshop, pre-recruitment workshop and four themed events in a course of six days during recruitment
- Worked with the sorority's executive council and membership department each week to plan events
- Organized and built relationships with 150+ members and alumni

Leadership Activities and Accomplishments

- Dean's List, Spring 2009
- Auburn University Public Relations Council of Alabama, August 2007 to May 2009
 - VP of Membership, August 2008 to May 2009
- Social Sorority, August 2005 to May 2009: Matching Chairwomen, 2008