

Lauren Woodward

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OBJECTIVE STATEMENT

Corporate-ready student, with extended interest in "green" business and environmental public relations, who is excited to showcase communication, marketing, and writing skills in fast-past atmosphere, as part of a team, or independently. Very proficient at organizing and managing several projects simultaneously, in any industry or field. Creative, but can construct events and projects to fit company and clients needs.

SKILLS SUMMARY

- Microsoft Word
- Power Point
- Photoshop & M.S. Picture Manager
- M.S. Publisher & In-Design
- Excel
- Photography (film and digital)
- Blogging & Social Media
- Proficient Networking Skills
- Managing budgets for events/projects
- Strong communication, interaction and relationship-building skills, through coaching, leadership positions and group activities.
- Frequently given presentations to large audiences.
- Able to motivate others in a leading position, while also working effectively as a team player.
- Performed Customer Services
- Previously majored in Computer Graphics, Advertising & Geology.

EDUCATION

Georgia Southern University, Statesboro, GA
Bachelor of Science in Communication Arts,
Graduated May 2011
Major: Public Relations
Minor: Marketing

Coker College, Hartsville, SC
Attended from: 1/1/07-12/31/07
Major: Computer Graphics
Minor: Advertising

PUBLIC RELATIONS & MARKETING EXPERIENCE

Public Relations & Marketing Intern, *Center for Online Learning (C.O.L.)*, a division of the Center for Continuing Education at Georgia Southern University- Statesboro, Georgia. (From May 2011-August 2011)

- *Developed brochures, flyers, program posters, a newsletter, and written copy for department*
- *Edited 100+ pages of web content for new web development for major department merge*
- *Was representative-voice of the C.O.L., calling hundreds of prospective Master's & Doctorate online students and answering questions about GSU policies, online education, and programs of interest*

Public Relations Promotional Campaign Leader, *SPIKES Sports Grill at Hacker's Clubhouse-* Statesboro, Georgia. (From January 2011-May 2011)

- *Lead & coordinated campaign team in developing awareness, promotions, advertising and branding*
- *Conducted target-audience research, surveys, focus groups, interviews, & case studies of competition*
- *Designed advertisements for the new promotions/events, developed from research evaluation*

Assistant Leader & Coordinator of Public Relations & Marketing Research, *Averitt Center for the Arts & the Emma Kelly Theatre-* Statesboro, Georgia. (From January 2011-May 2011)

- *Coordinated schedules in order to survey, poll, and interview business owners & target audience*
- *Developed hardcopy and digital questionnaires; strategically organizing results for final evaluation*
- *Presented evaluation/suggestions to business owner in large group setting, featuring: prominent local business owners, public relations undergraduates and GSU's head communication department leaders*

Fundraiser Event Coordinator & Team Leader, *Georgia Southern University's Communication Arts Department*, under C.L.A.S.S. (Colleges of Liberal Arts & Social Sciences) Semester Events Program- Statesboro, Georgia. (From January 2010- May 2010)

- *Coordinated fundraiser event, held at the Statesboro Music Festival, in which my team sold snow-cones at a rented vendor spot, among several of Statesboro's most prestigious businesses*
- *Developed research, planning, advertisements and financing for the event, based on a \$200 budget*
- *Successfully raised double our budget, with all proceeds going to aid Georgia Southern University's Communication Arts Department, to aid their development of new classrooms or building (after theirs was revoked from them for other University uses).*

HONORS AND AWARDS

- Recognized on GSU's Dean's List, for excellence in academics (GPA 3.75), 2011.
- Awarded the Dean's Scholarship and Alumni Scholarship at Coker College, 2007.
- Received an Academic Achievement Award, nominated by History Professor, 2006.
- Won sales competition at Dry Ice Inc. for most sales made throughout all company stores, 2005.

WORK EXPERIENCE

- Jimmy Johns** 365 14th Street, Atlanta, GA 30309 8/30/06-12/31/06
www.jimmyjohns.com
Sales/Register
Take orders by phone, fax, and in person; stock inventory and food prep.
- EANES I.S.D. Summer Camp** Forest Trail/Valley View Elem. Schools in Austin, TX 5/30/06-7/01/06
http://www.eanes.k12.tx.us/
Summer Camp Teacher
Taught and supervised dance, cheerleading, and basketball classes
- Dry Ice Inc.** Barton Creek Square Mall, Austin, TX 78746 05/01/04-06/30/05
Sales Associate
- Promoted merchandise sales, utilizing effective marketing strategies
 - Worked on computer, register, electronic checking and credit card machines; fax and customer returns.
 - Handled money from registers, safe, and bank deposits
 - Developed creative displays and maintained clean show room and back room
 - Stocked/Ordered inventory
 - Performed opening & closing procedures

PERSONAL & PROFESSIONAL REFERENCES

Professional References

Deborah Champion
912-478-1361

Jacob Micola Von Furstenrecht
478.213.9077

Rob Cordes
404.892.8080

Valencia Walker
512.470.4039

Personal References

Jo Anne White
912.478.1340

Kati Miller Strong
512.328.4275

Lora Leigh Carlson
912.570.8429

Chase Hogan
912.531.0270

Personal Contact Information

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Please visit my online Résumé & Portfolio, with examples of my previous works: <http://lowoodward.weebly.com>