

Lauren Richardson

CONTACT

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STRENGTHS

Earned a B.A. in Communications with an expertise in Digital Marketing. Excellent communication skills for outreach and digital copywriting. Experience with social media management, content marketing, and branding.

EDUCATION

Concordia College-Moorhead, MN
Bachelor of Arts, Communications
May 2019

Liverpool Hope University-England
Courses in Art & Marketing
January 2018-June 2018

EXPERIENCE

SKILLS

Photography Social media
Video Editing Microsoft Office
Video Production Adobe Creative Suite
Digital marketing Branded Content
Blogging Interpersonal Skills
Creative Writing Public Relations

ADDITIONAL EXPERIENCE

Photography Intern
2018-2019 / Concordia College

Global Ambassador
2017-2019 / Rwanda and Tanzania

Marketing and Social Media Specialist
2016-2017 / TEDxConcordiaCollege

CLIFTON STRENGTHS

Positivity
Woo
Adaptably
Empathy
Includer
(Clifton Strength finder 2.0)

MARKETING AND PUBLIC RELATIONS INTERN

United International College Zhuhai, China / 2019 - Present

- Planned and strategized campaigns on social media platforms including Facebook, Instagram and WeChat
- Manage social media planning for execution of marketing strategies and community management
- Proofread and edited translated work from Chinese to English

INTERNATIONAL ADMISSIONS AMBASSADOR

Concordia College, Moorhead, MN / 2018 - 2019

- Exercise exceptional written and verbal communication skills by managing and writing blogs and emails
- Maintained strong social media and brand presence across Twitter, Facebook, and Instagram platforms
- Encompass the values of Concordia College by providing insight and answering questions to prospective students

COMMUNICATIONS INTERN

The Arts Partnership, Fargo, ND / 2017 - 2018

- Assisted the marketing team with developing and implementing social media strategies
- Manage entire TAP online calendar, ensuring updated and accurate entries for community art events
- Assisted in planning and running a number of TAP events, maintaining organization and efficiency of each