

Lauren Cordy

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MARKETING EXPERIENCE

Marketing Graphic Designer | *HSR Associates* 6.2024 - 2.2026

- Manage Facebook, Instagram, and LinkedIn social media platforms with a consistent brand voice to improve firm credibility and social engagement.
- Publish website updates and blog posts using WordPress.
- Design marketing materials and execute a successful referendum campaign for Northwood School District including a campaign logo, two trifold infographics, post card, district letterhead, "coming soon" sheet, and slideshow video.
- Create a variety of architectural proposals tailored to specific project requirements to bring in new work for the firm with a high success rate.

Marketing Fellow | *Central Conservation* 6.2023 - 5.2024

- Design marketing collateral for special events including banners, postcards, posters, social media posts, and flyers.
- Manage Facebook and Instagram accounts using Meta Business Suite to track engagement and Ad performance.
- Develop a brand guideline document for The Nature Place to facilitate a consistent brand visual identity across all platforms.
- Create and manage a blog strategy connected to social media to prioritize SEO.
- Photograph events to capture images to be utilized in future marketing materials.

Social Media Manager | *Cool Beans Coffee Shop* 12.22 - 4.23

- Manage Instagram and Facebook accounts to increase interaction by taking professional product photos, designing ads, and following social media trends.
- Utilize Meta Business Suite to increase engagement by 51% and user reach by 24%.

Marketing Coordinator | *Students for Sustainability* 8.22 - 6.23

- Manage the Instagram account, design graphics, and promote events.
- Redesign the logo to preserve the previous design in a higher quality image.

TECHNOLOGY SKILLS

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Lightroom, Premiere Rush

Microsoft: Excel, Word, PowerPoint, Outlook, Teams

Other: Canva, WordPress, Meta Business Suite, Qualtrics

EDUCATION

Bachelor of Science | University of Wisconsin La Crosse

Major: Marketing

GPA: 3.78

Minor: Art (Graphic Design)

Deans list: 8 semesters