

# Lauren Cordy

cordy3838@uwlax.edu / 920-723-1011

Design Portfolio: <https://www.laurencordydesign.com/>

LinkedIn: [www.linkedin.com/in/laurencordy](http://www.linkedin.com/in/laurencordy)

---

## EDUCATION

---

**Bachelor of Science** | University of Wisconsin La Crosse

**May 2024**

**Major:** Marketing

GPA: 3.74

**Minor:** Art (Graphic Design)

Dean's List: 6 Semesters

---

## MARKETING EXPERIENCE

---

**Marketing Fellow**

**6/2023 - Current**

*WisCorps*

- Design marketing collateral for special events including banners, postcards, posters, social media posts, flyers
- Engage in discussion and help guide company through a rebrand
- Create and manage a blog strategy to prioritize SEO
- Operate a professional camera to take photos of programs and events to be utilized in future marketing materials

**Social Media Manager**

**12/22 – 4/2023**

*Cool Beans Coffee Shop*

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

**Marketing Coordinator**

**8/2022 – 6/2023**

*Students for Sustainability*

- Manage the Instagram account, design graphics, and promote events

---

## TECHNOLOGY SKILLS

---

**Adobe Software:** Illustrator, Photoshop, InDesign, Lightroom

**Microsoft:** Excel, Word, PowerPoint, Outlook, Teams

**Data Analysis:** Meta Business Suite, Qualtrics, Tableau, Excel

**Other:** Canva, WordPress, Wufoo, Link Tree

---

## LEADERSHIP & CAMPUS INVOLVEMENT

---

**Students for Sustainability** | Marketing Coordinator

**Ballroom & Swing Dance** | Treasurer

**American Marketing Association**

---

## ADDITIONAL EMPLOYMENT

---

**Barista** | *Cool Beans Coffee Shop, La Crosse, WI*

**11/2021 – 4/2023**

**UWL Summer Assistant** | *UWL Residence Life, La Crosse, WI*

**5/2021 - 8/2021**

**Customer Service Associate** | *Walgreens, Lake Mills, WI*

**4/2018 - 8/2020**