

# LAUREN SMITH

## COPYWRITER

### PROFILE SUMMARY

Graduating senior with exceptional time-management and people skills. I'm a fast learner who is ambitious to find my place in the advertising industry. I have experience in creating spec work that demonstrates my capability in a variety of copywriting forms.

### ADDITIONAL WORK

#### Cheerleader

##### Minnesota Vikings (April 2019-present)

- Refined team collaboration skills by working with multiple members of team, coaching, and Vikings staff.
- Served as head of the social media committee by planning and creating a variety of photo and video content.

#### Dancer

##### Minnesota Timberwolves (July 2017-April 2019)

- Gained valuable insight and exposure to the interworkings of the entertainment divisions within a professional sports team.
- Worked with team sponsor FitBit to produce marketing content.
- Created content independently for the Wolves Dancers Instagram.

### RELEVANT WORK

#### Social Media Manager

##### Wildflyer Coffee (May 2019-November 2019)

- Planned and created content for Instagram, Twitter, Facebook, and LinkedIn.
- Wrote copy for a variety of platforms including the Wildflyer website, blog, and newsletter.
- Used site analytics to summarize and successfully refine performance of social media posts.
- Worked with agency Hunt Atkins to apply rebrand materials to Wildflyer social media channels.

### PROFESSIONAL SKILLS

- Excellent written and verbal communication skills
- Adaptive to various work environments
- Fast learner with good time-management skills
- Strong computer skills (Mac & PC)
- Well-versed in a variety of social media platforms
- Proficient in Adobe Creative Suite, Microsoft Office, and Google Office Suite
- Experienced in assisting on all aspects of an advertising campaign - both planning and creative
- Able to learn and utilize research databases in order to define target audiences

### PAST EDUCATION

#### University of Minnesota - Twin Cities

##### Strategic Communications Major (2020)

- Major focus in advertising within the Humphrey School of Journalism and Mass Communication
- 3.67 GPA
- Minor in Digital Media

### CONTACT

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