

# laurenjacques

ljacque3@gmail.com | 678.906.5880 | laurenjacques.weebly.com | linkedin.com/in/laurenjacques

## Education

### **Kennesaw State University**

*Bachelor of Science* – Communication

May 2016

Joel A. Katz Music and Entertainment Business Program

**Certifications:** Inbound Marketing, Content Marketing, Social Media, Email Marketing, Google Analytics Individual Qualification, Fundamentals of Digital Marketing, Strengths Based Leadership

**Relevant Coursework:** Advanced Google Analytics, Social Media for Strategic Communication, Organizational Publications, News Reporting and Writing, Public Relations Campaigns, Writing for Public Communication

## Skills

### **Experienced in:**

strategic planning  
creativity  
adaptability  
time management  
organization  
problem solving  
Microsoft Office Suite  
social media  
print and digital design  
leadership

### **Familiar with:**

Adobe Creative Suite  
social media analytics tools  
benchmarking  
search engine optimization

## Interests

Leadership development  
Event planning  
Traveling  
Learning French  
Singing  
Volunteering

## Honors and Awards

Spring 2016 President's List  
Who's Who of KSU 2016 Recipient  
2016 Student of the Year Nominee  
Fall 2015 Dean's List  
Fall 2014 Dean's List  
2014 Gold Level RA  
2013 RA of the Year  
2013 KSU Dept of Housing and Residence Life Recognition of Growth Award

## Relevant Experience

### **AutoNation Ford Marietta, Marietta, GA**

*Receptionist*

May 2017—Present

- Operate dealership switchboard and provide prompt, courteous and knowledgeable service while acting as liaison between departments
- Manage reception area including welcoming guests, answering inquiries and ensuring each guest meets with their intended party in a timely manner

### **Sixthman, Atlanta, GA**

*Guest Services Intern*

August 2015—May 2016

- Created presentations and reference guides on new cruise line and company initiatives using Microsoft Office Suite and InDesign
- Supported team in answering emails, organizing guest information on Excel, gathering mail outs, transcribing voicemails and writing training materials for future interns

### **KSU Center for Student Leadership, Kennesaw, GA**

*Marketing Assist*

February 2016—April 2016

- Designed promotional items including social media posts, videos, rack cards, table banners and print materials
- Researched leadership centers of universities around the country to find strengths, weaknesses, opportunities and threats

### **PlayPro Media, Kennesaw, GA**

*Social Media Intern*

January 2015—April 2015

- Executed market distribution by scheduling daily messages across multiple social media platforms and tracked social responses and engagement through Hootsuite
- Generated unique topic-focused content for the PlayPro Media corporate blog

### **The Georgia Ballet, Marietta, GA**

*Intern*

August 2014—December 2014

- Compiled information and prepared reports on social media advertising revenues, competing dance studios and outcomes of fundraising efforts
- Composed press releases, emails, blogs and social media posts

## Other Work and Leadership Experience

Background Actor, Central Casting	October 2019—Present
Service File Clerk (Temp), AutoNation Ford Marietta	March 2018—May 2018
Production Assistant, Sixthman	February 2017
Intern at Sea, Sixthman presents Parahoy!	March 2016
Owl Leadership Fellow, KSU Center for Student Leadership	August 2015—May 2016
Design Coordinator, Metro-Atlanta Collegiate Leadership Conference	December 2015—March 2016
Design Coordinator, Owl Lead: Leadership Workshop Weekend	August 2015—October 2015
Orientation Leader, KSU Orientation and Transition Programs	February 2014—December 2014
Resident Assistant, KSU Housing and Residence Life	July 2012—July 2014
Vice President, KSU University Village Suites Council	September 2011—July 2012