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Education

Kennesaw State University

Bachelor of Science – Communication

May 2016

Joel A. Katz Music and Entertainment Business Program

Certifications: Content Marketing, Social Media, 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, Interviewing

Skills

Experienced in:

Microsoft Office Suite
social media
print and digital design
public relations writing
leadership
creativity
adaptability
problem solving

Familiar with:

video design
Adobe Creative Suite
social media analytics tools
benchmarking
search engine optimization
search engine marketing

Interests

Writing and blogging
Leadership development
Event planning
Traveling
Singing
Reading

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

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
- Assembled Information Desk materials to enable the Guest Services team to quickly and accurately answer guest inquiries while at sailing

KSU Center for Student Leadership, Kennesaw, GA

Marketing Assist

February 2016—April 2016

- Collaborated with professional staff to brainstorm ideas for new marketing possibilities through print, digital media, events and word-of-mouth
- 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
- Conducted research and development for artists from the PlayPro Media roster

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
- Assisted with office management and clerical tasks as needed

Other Work and Leadership Experience

Receptionist, AutoNation Ford Marietta

May 2017—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

Classes and Certifications

Major Courses:

- PR Campaigns
- PR Strategies and Tactics
- Social Media for Strategic Communication
- PR Writing
- Organizational Publications
- Interviewing
- News Reporting/ Writing
- Public Speaking
- Communication Research Methods
- Communication Theory
- Writing for Public Communication

Other Courses of Note:

- Foundations of Leadership
- Ethics in Leadership
- Leading in Groups
- 7 Habits of Leadership
- Fundamentals of the Music and Entertainment Business
- Trends in the Music and Entertainment Business
- Current Topics in the Music and Entertainment Business
- Music Entrepreneurship

Certifications:

- Content Marketing (HubSpot Academy)
- Social Media (HubSpot Academy)
- Google Analytics Individual Qualification (Google)
Completion ID: 26754672
- Advanced Google Analytics (Google)
Google Analytics for Beginners (Google)
- Fundamentals of Digital Marketing (Google)
Certificate ID: QWZ TGR ZRQ
- Joel A. Katz Music and Entertainment Business (Kennesaw State)

OWL lead

Leadership Workshop Weekend
With keynote speaker Chris Bruno

October 23 or 24, 2015

Marietta Campus

Date: Friday, October 23

Time: 6 pm–11 pm

Location: Q202

Complimentary Dinner Provided

Kennesaw Campus

Date: Saturday, October 24

Time: 10 am–3 pm

Location: Prillaman Hall Rm HS 1001

Complimentary Lunch Provided

To sign up, go to uc.kennesaw.edu/CSL by Oct. 20

Register by Oct. 5 to guarantee your t-shirt size



front



volunteer
participant



back



Owl Lead Conference
Materials: Flyer, Name
Tag, Rack Card, T-shirt,
Buttons, Mascot

#owllead15

Name **McNamey**

October 23 & 24, 2015

Leadership Workshop Weekend
With keynote speaker Chris Bruno

OWL lead

For more information, go to uc.kennesaw.edu/CSL.

This free event includes a complimentary t-shirt and lunch or dinner.



SOUND BITES

(bring your lunch!!)

CONCERT SERIES

PRESENTS

ISAAC AND JOEL



FREE!

KSU Student Center University Rooms.
March 16, 2015. 11:30 am to 12:45 pm.



About *charlotteREAL*

charlotteREAL was founded by Charlotte Russe in 2015 and aims to help its participants achieve their dreams. We've teamed up with celebrity Ambassadors and community leaders (*REAL*girls) to create ways to inspire participants to fully experience life while being proud of who they are.

Mission Statement: To help every girl realize everything she has to offer so she can reach the most of her potential. *charlotteREAL* provides the opportunities, YOU MAKE THE MOST OF THEM.



"I'm proud to be a *charlotteREAL* Ambassador. *charlotteREAL* provides so many wonderful opportunities for every girl, no matter her background."
—Zendaya

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

charlotteREAL

575 Florida St. #205
San Francisco, CA 94110



charlotteREAL

Real Life. Real Girls. Real YOU.

charlotteREAL.org

Scholarship

A willingness to understand the world around us is a *huge* part of the *charlotteREAL* program. *charlotteREAL* provides many opportunities for those who excel in academics as well as those who wish to do better.

- *charlotteREAL* Girls have special access to online study lounges, appointment-based tutoring, Girl-to-Girl Homework Help and more! Through the online portal, program participants will find a plethora of resources available to them.
- *charlotteREAL* gives out loads of scholarships to those looking to advance their education. Since *charlotteREAL* is all about opportunities, there are scholarships for all interests, hobbies and skill sets!

Philanthropy

A true *charlotteREAL* Girl knows the value of giving back to her community, which is why we strive to help her do just that!

- *charlotteREAL* Girls have the chance to participate in philanthropic events with the *charlotteREAL* Ambassadors. In the past, these events have included Leighton Meester, Demi Lovato, Alicia Keys, Shailene Woodley and SO MANY MORE!!
- *charlotteREAL* promotes Girls holding their own community service projects and provides tools and insights necessary to help them succeed.
- *charlotteREAL* holds big events in major cities across the country in order to raise donations and awareness for our central philanthropy Body Gossip. Body Gossip promotes every girl to love her true beautiful self (more info on Body Gossip can be found at bodygossip.org).

Opportunity

charlotteREAL was created to give every Girl an opportunity to make her wildest dreams come true. If she can dream it, *charlotteREAL* aims to provide the resources to help her achieve it. To do this, *charlotteREAL* provides assistance in finding internships, jobs and networking opportunities. Girls also have the chance to attend one of our many *REAL*skills conferences held every year.

Success is what you make of it and *charlotteREAL* wants to make sure you make it the best!

Due to the nature of our program, there is an application fee of \$35 and varying yearly dues, but we know you'll find that what you get is worth so much more. To see everything *charlotteREAL* has to offer, to sign up or to find out more information, please visit our website at charlotteREAL.org.

Meet some of the *charlotteREAL* girls!



Sisters Sarah and Mariah got their start with *charlotteREAL* in 2015 and have been rocking out ever since! They've formed a duo that performs for little kids and donates some of their proceeds to charities helping children fight terminal diseases—last year they donated just over \$8,000!



Former Miss Teen USA New York Nikki has been with *charlotteREAL* since the beginning. She recently competed on cycle 29 of America's Next Top Model and is in the running to become one of our next Ambassadors!



Deliah sits with one of the Girl Scouts at her former troop's annual Halloween party. Since joining *charlotteREAL* in early 2016, Deliah has held numerous awareness events and is constantly on the lookout on how to empower younger girls to become their best selves.

PLEASE JOIN THE CSL FOR A

BBQ CELEBRATION

The Kennesaw State University Center for Student Leadership would like to invite you to celebrate another successful year of leadership and service! As a way to say "thank you" for all of your hard work, we ask that you join us for food and fun at the CSL End of the Year Celebration BBQ. Invitees may bring 1 additional guest.

DATE: Tuesday, April 26, 2016

TIME: 5:00 - 6:30pm

LOCATION: Legacy Gazebo
(Kennesaw Campus)

Please RSVP to CSL@kennesaw.edu no later than Friday, April 22nd.


Center for Student Leadership

Flyer distributed to the students and staff of the Center for Student Leadership program through print, social media and email.

Logos



THE GEORGIA BALLET

Getting Your Son Started in Dance

Becoming a dancer is often seen as an entirely feminine career choice and this cannot be more untrue! Males have tons of potential to have a rewarding career in dance and can benefit greatly from starting at an early age – physically, mentally, socially and financially.

In order to be a successful ballet dancer, your child must be in good physical shape. If your son is particularly energetic, he will be thrilled with the high intensity of a ballet class (and if he's younger, he is able to start in classes that are generally freer in movement and will begin focusing his energy). There are many physical benefits to getting your child started in dance, some of which include: an improvement to his motor skills, flexibility, coordination, strength and posture.

Students and studies alike find that those who dance ballet have been found to attain better listening skills, memory/ spatial awareness, creative abilities, perseverance, focus and dedication in school than their non-dancing counterparts.

Socially, ballet students learn how to better interact and communicate with their peers. Being a dancer will expose your child to a variety of people that will help him socially in non-dance experiences, such as at school.

Finally, there are numerous opportunities afforded to male ballet dancers. Since male dancers are few and far between, the need for them is greater than for female dancers and with that the paychecks tend to be bigger and the gigs more consistent.

Successful male dancers are also seen as rock stars in the dance world and one day your dancer can be among them. For more information on the classes at The Georgia Ballet School, please visit <http://www.georgiaballet.org/#!/school-/cpok> and if you have any questions on enrolling your dancer in classes, please do not hesitate to call (770)528-0881. We hope to see you and your student here soon!

THE
GEORGIA BALLET

Dear Georgia Ballet Patrons,

It's that time of year again! Mark your calendar for this year's Georgia Gives Day on Thursday, November 13, 2014. Georgia Gives Day is a wonderful opportunity for you to donate to all of your favorite non-profits.

Georgia Gives Day makes it easy to donate to the Georgia Ballet and to nonprofits across the state. It provides one platform for online donations that accepts Mastercard, VISA and Discover with the option to enable donations through e-checks and AMEX. To access the donation portal, you can go to <https://www.gagivesday.org/c/GGD/a/georgiaballet>.

While donations are accepted year-round through the portal, there will be extra incentives for your donations during the 24 hours of Georgia Gives Day. The non-profits with both the most donors and most donations will receive extra rewards, so please tell your friends!

That said, we want to thank you for your continued support to The Georgia Ballet. We would not be able to do anything without your help and we are truly grateful to have such wonderful patrons.

EMAIL SIG



For Immediate Release

On-Campus Leadership Organization to Plan Spring Conference

Kennesaw State University's Center for Student Leadership will be planning a spring conference for campus and community leaders.

KENNESAW, Ga. (Oct. 27, 2015) – The Owl Leadership Fellows (Fellows), under Kennesaw State University's Center for Student Leadership (KSU CSL), will be hosting the campus's first leadership conference that is set to take place on the Kennesaw campus March 3-4, 2016.

The spring leadership conference (currently untitled) will allow campus and community student leaders the opportunity to come together and discuss what leadership means. The days will consist of breakout sessions where participants get to shape their own conference experience. Participants will receive all conference materials, a t-shirt, meals and invaluable knowledge with admission.

The Fellows just completed hosting the school's first Leadership Workshop Weekend, a mini version of what they expect the spring leadership conference to be. Participants got to partake in leadership activities and discussions revolving around guiding participants to an understanding of why they lead.

"We learned a lot about what it takes to plan an effective event from this past weekend," says Samantha Abney, director of conference. "At the end of the day, we really want campus leaders to walk away with something—whether it's a new perspective, reinforcement of their capabilities or just a great weekend with their peers. With the conference in the spring, we hope to take what we did this weekend and intensify it to create a conference that really gets participants thinking about conscientious leadership."

Abney expects a greater outcome for the spring now that the Fellows team has had a taste of leading leaders. While no details have been solidified, the Fellows are confident the conference will be an enlightening and informative experience for their participants.

"We're really excited with all the possibilities we have available to us," says Abney "We have so many ideas and a lot of input from the CSL and students who attended our workshop weekend—we want to incorporate all of them."

More information about the conference will be released in the coming month. The conference is expected to be free for KSU students and \$5 for all other participants.

About Kennesaw State University Owl Leadership Fellows:

The Owl Leadership Fellows Program is committed to actively developing upperclassmen students to be engaged citizens within the Kennesaw State University community. This is a student-run, student-led initiative. Fellows have the opportunity to facilitate workshops, plan events and programs on campus, and lead their peers. The Owl Leadership Fellows Program, through the Center for Student Leadership, is an elite leadership-training program for the student who wants to leave their legacy at KSU. Visit us at fellowksu.wix.com.

