

LAUREN ARMSTRONG

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PERSONAL STATEMENT

I'm a detailed and organized student looking to secure a full-time position as an event or creative assistant upon graduation in May 2022. Passionate about digital marketing, creating experiential events guests can't help but rave about, and the production processes it takes to curate a compelling and personable brand; I am thrilled to be entering the professional world.

EDUCATION

Texas Christian University

Bachelor of Science in Fashion Merchandising, Minor in writing
Cumulative GPA 3.8

Fort Worth, TX

May 2022

WORK EXPERIENCE

Over The Moon

Marketing & Editorial Intern; Freelancer

New York, NY

May 2021 – Present

- Ideated and created content for brand touchpoints, including Instagram, Pinterest, newsletters, blog posts, and webpage
- Crafted marketing materials that incorporate products from Over The Moon's partner brands, effectively increasing brand awareness and driving sales. Produced digital covers and shop pages for Over The Moon's first online campaign
- Maintained back-end of WordPress and Shopify's product photos, merchandising, and digital content captions

Wandering Events DFW

Event Operations Intern

Dallas, TX

Jan 2022 – Present

- Assisted lead planner through the wedding design and planning process through the creation of mood boards, attending client meetings, relationship building with DFW vendors and clients, as well as producing the final weddings and events
- Collaborated with event coordinators to ideate a Spring 2022 styled shoot and craft supplemental inspiration materials to distribute among vendors the Wandering Events team would like to work alongside

D Home & D Weddings Magazine

Editorial Assistant

Dallas, TX

May 2020 – August 2020

- Authored features across *D Home* magazine, *D Weddings* magazine, and *dweddings.com*
- Revamped and managed *D Home*'s and *D Weddings*' Pinterest accounts, increasing *D Weddings*' impressions by 60%, total audience by 54%, and engagements by 42%
- Composed digital media copy, including social media captions and blog posts across WordPress and Instagram

CAMPUS & COMMUNITY INVOLVEMENT

Alpha Chi Omega

Chapter President

Fort Worth, TX

December 2020 – November 2021

- Lead and managed the Executive Board of the Iota Lambda chapter, encompassing 15 women and 80 committee chairs
- Served as liaison between campus administration, TCU's office of Fraternity & Sorority Life, National Panhellenic Council, and Alpha Chi Omega Headquarters

Vice President of Recruitment Information

December 2019 – November 2020

- Managed the membership selection procedures for a completely virtual formal recruitment process through event planning, tracking membership qualifications, data analysis, and maintaining the committee's yearly timeline
- Implemented behind-the-scenes logistics of recruitment, trained members of evaluation standards, as well as chaired the recruitment committee that grants access to potential new members to join the organization

"Real Chic Women Fashion Show" Assistant

February 2019 & February 2020

- Assisted in the production of the Alpha Chi Omega Real Chic Women Fashion Show, raising over \$145,000 in February of 2020 benefitting the Women's Center of Tarrant County
- Organized model fittings, product pickup and returns, model lineup and run-of-show operations

SKILLS & HONORS

Industry Skills: Superb communication skills, meticulous with details, analytically minded, and able to learn programs quickly

Adobe Creative Suite: Skilled in use of Illustrator, Photoshop, and InDesign

Microsoft Office: Skilled in use of Microsoft Office Word, Excel, PowerPoint, and Outlook

Publications: Over The Moon, *D Home*, *D Weddings*