

# Lauren Perez

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## Education

Florida State University, Tallahassee, FL

*Expected May 2025*

Bachelor of Science in Marketing

Bachelor of Arts in English: Editing, Writing and Media

*Minor in International Affairs, 3.94 GPA*

Study Abroad Program, Florence, Italy

*May 2023 – July 2024*

## Skills

Technical: Microsoft Excel 2019 Associate, Adobe Photoshop, InDesign, Canva, Trello, Qualtrics, QuickBooks, SPSS, When2Work

Languages: Spanish (Native)

## Research Experience

Florida State University, Tallahassee, FL

*Research Assistant*

*September 2024 – Present*

- Worked closely under a Dr. Persis E. Rockwood Associate Professor of Marketing and Ph.D. Program (Marketing) Co-Director to research the impact of influencer transgressions on endorsed companies' stock prices
- Built a database of influencers and their transgressions in Excel by researching information such as social media followings, earnings, biographical facts, and reported transgressions

## Work Experience

Union Productions/Club Downunder, Tallahassee, FL

*Operations Manager*

*March 2024 – Present*

- Delegated a budget of \$500,000 funded by Florida State University to the 4 departments of Club Downunder/Union Productions
- Led the executive board in weekly meetings to discuss the operations of the organization including staff conduct, organization-wide improvements, interdepartmental collaborations, and other issues that arose each week
- Coordinated the staffing and training of 70 total staff and interns through a fall retreat and monthly general body meetings while managing weekly events and leading bi-weekly manager's meetings to discuss their strengths and weaknesses

*Assistant Director of Public Relations and Marketing*

*April 2023 – May 2024*

- Led a team of 33 staff members and interns, coordinating the promotional schedule of 3+ events each week through the organization's Instagram page (11,000+ followers at the time)
- Restructured and controlled the production process of 3-6 weekly graphics through Trello project management software
- Assisted the PR Director with employee management and \$22,000 budget by coordinating all poster orders and overseeing the graphic design team

*Public Relations Assistant*

*August 2022 – April 2023*

- Created 2-3 weekly social media postings to promote upcoming Concert and Entertainment events
- Directed promotion for paid talent to attract the attendance of FSU students through integrated marketing strategies
- Facilitated weekly events as event staff, vigilantly ensuring the safety of event attendees and coordinating event activities

FSView & Florida Flambeau, Tallahassee, FL

*January 2024 – May 2024*

*Views Staff Writer*

- Pitched 1-2 article ideas at weekly meetings with the Views section writing team
- Wrote 500–1000-word news articles on a variety of topics relevant to FSU students and the Tallahassee area

L&L Ornamental & Aluminum Ironworks, West Palm Beach, FL

*December 2018 – August 2022*

*Assistant Office Manager & Accounting Assistant*

- Assisted with payments, reconciling accounts in QuickBooks, client proposals, and answering phones
- Trained employees in office roles and handled confidential finances, checks, and customer information

## Leadership Experience

Kudzu Literary Review, Tallahassee, FL

*Nonfiction Editorial Assistant*

*Jul. 2024 – Present*

- Critiqued and selected nonfiction literary submissions for a magazine of international undergraduate student literary pieces
- Copyedited multiple blog posts for the Kudzu Review website

Gamma Chapter of Chi Omega, Tallahassee, FL

*Recruitment Internal Liaison*

*April 2021 – August 2022*

- Assisted in orchestrating the recruitment process for Fall 2022 by organizing data regarding the 100+ recruiters and 1700+ potential new members
- Orchestrated ensure smooth recruitment party transitions and troubleshooted any issues recruiters had as they were raised

## Honors & Awards

Dean's List: *Fall 2021, Spring 2022, Fall 2022*; President's List: *Spring 2023, Fall 2023, Spring 2024*

University Honors Program

*January 2022 - Present*

Nominated and selected for Florida State University's 15<sup>th</sup> Annual Digital Symposium

*February 2024*

CORE Leadership Program, Florida State University Panhellenic

*August 2021 – December 2021*