

Laurén Brown

Fremont, CA *Willing to Relocate

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Summary

Experienced, highly self-motivated individual with a passion for business operations and strategy. Skilled in analytical thinking, organization, and problem solving.

Experience

Business & Marketing Coordinator, Airport Home Appliance

June 2018 - Current

Promotion within company from assistant to coordinator due to demonstrated project management skills

- Implemented new procedures within operations, which resulted in a 48% reduction of defective products
- Oversee company project management software, ClickUp, and ensure all tasks are done on time
- Project manager for annual warehouse sale that made over \$1.5 million dollars in revenue
- Manage over \$2 million dollars of the advertising budget, audit invoices, and bill all Co-Op advertising campaigns which results in a return of 2.5% of the overall advertising spend
- Liaison between company, media account executives, and vendors (Comcast, CBS, NBC, Miele & more) in regards to Co-Op spending, billing, and weekly television and radio traffic instructions
- Manage customer support email and adjusted our customer service processes to better our customer experience
- Coordinate commercial productions, which entails hiring actors and PAs, renting equipment, and creating daily schedules. While also ensuring all expenses are within budget
- In charge of all company social media accounts and successfully increased followers by more than 100%

Communications & Marketing Intern, USA Rugby

January 2018 – May 2018

- Cultivated and maintained strong relationships with sponsors
- Wrote press releases to inform the public of upcoming matches and past results
- In charge of the USA collegiate social media accounts and increased the amount of followers by more than 100%

President, SJSU Club Sports

April 2017 – April 2018

- Managed club finances, created budget sheets, and promoted the organization to sponsors which successfully increased the organization budget by \$13,000 dollars
- Promoted the organization through marketing tactics such as flyers, emails, and booths
- Coordinated hotel arrangements, game schedules, and tournaments with other universities

Education & Certifications

Bachelor of Arts – 2018 | San José State University San Jose, CA

Communications, Cumulative GPA: 3.5

DAT208x: Introduction to Python for Data Science

Skills

Proficient in Microsoft Office: PowerPoint, Excel, Word

Basic Python

Excellent Oral and Written Communication

Customer Service

Adobe Photoshop, Premiere Pro, & InDesign

Interpersonal

Social Media Marketing

Basic SQL

Financial Budgeting

Project Management

Excellent Problem Solver

Mailchimp Platform

Accomplishments

- 2018 San José State University Club Sports Female Athlete of the Year

- 2018 Delta Gamma Sorority Academic Honor Roll 3.5 GPA

- 2016 Deans List Academic Award at Notre Dame de Namur University 3.9 GPA

- 2014 – 2016 Athletic Scholarship at Notre Dame de Namur University