

# Lauren Baker

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## EDUCATION

### The University of Akron, Akron, OH

*Bachelor of Business Marketing | Expected: May 2025*

## INTERNSHIP EXPERIENCE

*Savannah Taylor | Chattanooga, TN*

*Lead Digital Marketing Intern (Remote) | February 2025 – Present*

- Conducted **market research** to identify trends and competitor strategies.
- Assisted in **digital marketing campaigns**, increasing brand awareness and engagement.
- Designed and scheduled **social media content** (graphics, videos, captions) across **Instagram, TikTok, Pinterest, and Facebook**.
- Created email and SMS marketing campaigns via **Klaviyo**
- **Utilized Shopify** analytics to create ad strategies
- Facilitated **weekly website updates/ design**.
- Successfully **implemented brand voice with ad strategy**
- Created **written content style guides**.
- **Implemented SEO** strategies
- Facilitated **shopping ads via Meta, google, and Pinterest**

*Fighting Irish Media | University of Notre Dame, IN*

*Student Intern | June 2023 – August 2023*

- Assisted in producing a **feature-length documentary** on former Notre Dame and NFL quarterback Brady Quinn.
- Acted as **associate producer, sound engineer, and video editor**, managing video and audio production.
- Edited footage using **Adobe Premiere Pro & CATDV**, creating rough cuts and final edits.
- Organized travel and shoot schedules for filming in Columbus, OH, and West Palm Beach, FL.

## PROFESSIONAL EXPERIENCE

*BX Films | San Francisco Bay Area, CA*

*Wardrobe Stylist | June 2024*

- Styled wardrobe for commercial productions, including projects for **Poshmark, Xbox, Target, and IXL**.
- Worked closely with art directors, photographers, and models to ensure wardrobe consistency and creative alignment.
- Managed on-set wardrobe transitions and last-minute adjustments for seamless production flow.
- Maintained communication with clients and brands to ensure wardrobe selections met project expectations.

*Sales Lead/Key Holder | January 2023 – April 2023*

- Regularly exceeded sales goals and assisted in managing daily store operations.
- Created **TikTok and Instagram Reels** to drive brand awareness and sales.

- Conducted interviews and assisted in hiring new staff.

*Merry Me Events | Edwardsburg, MI*

*Production Design Team | July 2022 – August 2022*

- Assisted in **event design and production setup** for weekly events.
- Managed back-of-house operations and organized materials for efficient execution.

*Healthie's on Main LLC | Mishawaka, IN*

*Social Media Marketing Director & Barista | November 2021 – July 2022*

- Created and managed weekly **social media promotions** using Canva, TikTok, and Instagram.
- Designed in-store advertisements and menus for promotional campaigns.
- Balanced cash drawers and generated daily sales reports.

## ACADEMIC EXPERIENCE

*Marketing Campaign – Cuyahoga Valley Scenic Railroad (Fall 2024)*

- Led **creative design** for a marketing campaign, designing graphics and product mock-ups in **Canva**.
- Conducted **SWOT analysis** to identify client strengths, weaknesses, opportunities, and threats.
- Developed **social media & influencer marketing strategy** based on emerging industry trends.
- **Our client-selected project** was chosen for implementation in their marketing strategy.

## ATHLETIC EXPERIENCE

- **NCAA Division 1 Athlete – Zips Volleyball, University of Akron** (*August 2023 – Present*)
- **NCAA Division 1 Athlete – Mocs Volleyball, University of Tennessee at Chattanooga** (*August 2021 – May 2023*)

## CERTIFICATIONS

- **Google Ads Display Certification**
- **Pinterest Advertising Essentials Skills Badge**

## SKILLS

*Marketing & Digital Media:*

- Social Media Strategy (Instagram, TikTok, Pinterest, Facebook)
- Content Creation
- Campaign Concept Strategy
- Digital & Influencer Marketing
- Market Research & Trend Analysis
- Email Marketing & Campaigns

*Technical Skills:*

- **Adobe Premiere Pro** (Video Editing)
- **Canva** (Graphic Design & Content Creation)
- **Microsoft Office Suite**
- **iMovie**
- **Google Analytics & Social Media Insights**
- **Shopify**
- **Klaviyo**
- **Microsoft Word, PPT, Excel**

