

LAUREN BEECO

laurenbeeco@gmail.com | (678) 897-9885 | <https://www.linkedin.com/in/laurenbeeco> | <https://www.laurenbeeco.com/>

EDUCATION

University of Georgia

Bachelor of Arts in Advertising;

Grady College of Journalism and Mass Communication

Minor: Spanish and Communications

Athens, GA

August 2021 – May 2025

GPA: 3.84

Dean's List, Zell B. Miller Scholarship Recipient

UGA en España, Franklin College of Arts and Sciences

Study Spanish in Seville, Spain with Director Gary Baker

May – July 2023

OGE General Scholarship Recipient

RELEVANT EXPERIENCE

Reliance Worldwide Corporation, Marketing Intern

May 2024 – October 2024

- Researched and Demoed 11 Digital Asset Management (DAM) Systems and helped to make final decisions
- Located, downloaded, and organized over 10k assets on Asset Bank in preparations to integrate to the new DAM Bynder
- Made changes to multiple brand sites such as updating outdated images, correcting product applications, and updating SKUs
- Updated information on our Google My Business pages such as description, logos, address, and hours of operations

Historic Smithonia Farm, Social Media Manager

August 2022 – Present

- Run the HSF Instagram and Facebook accounts by creating content and interacting with users
- Use Photoshop, InDesign, Adobe Rush, and Instagram reels to edit reels and photos for the social media pages
- Work with the owner for direction in the social media posts and advertising goals for HSF
- Complete various tasks such as creating vendor lists, managing Google Photos, creating ads, and updating the website

LEADERSHIP & COMMUNITY INVOLVEMENT

Public Relations Student Society of America (PRSSA), Social Media Committee Head

October 2022 – Present

- Oversee the Social Media Committee, the content produced, manage deadlines, and lead team meetings
- Create content reels, stories, and posts with quick turnaround times, and brainstorm new ideas with the social media director
- Edit content on Adobe Rush or TikTok app and create informational graphics on Adobe and Canva
- Hold interviews to recruit the members of the Social Media Committee

AdPR Connection, Promotions Co-Chair

August 2024 – October 2024

- Recruited and managed five committee members and facilitated weekly committee meetings to delegate tasks
- Sent weekly updates to Co-Director contact following meetings and served as liaison between committee and Co-Directors
- Ensured coverage was provided to sponsors at appropriate levels per sponsorship agreements and developed a content calendar
- Supervised content creation for Instagram, LinkedIn, and TikTok, resulting in increased engagement, interactions, and following

Strike Magazine Athens, Graphics Assistant Intern

January 2025 – Present

- Create high-quality, elevated graphics that represent the Strike brand using Adobe Creative Suite
- Meet strict deadlines for all blog post graphics and graphic requests
- Assist the director in creating visual content for digital campaigns, blog post covers, and promotional materials
- Work to ensure that all graphics adhere to Strike Magazine's branding guidelines and vision

Gamma Phi Beta Sorority, Member

January 2022 – August 2023

- Recruited members through a 14-day process, focused on shared philanthropy and values of potential members
- Bedi (Belonging, Equity, Diversity, and Inclusion) Committee and Member Retention Committee

SKILLS/ INTERESTS

Skills: Microsoft Office, Google Suite, Google Ads Search, Photoshop, InDesign, Organization, Leadership, Communication

Certifications: CITI Social and Behavioral, CITI Social and Behavioral- Internet, Google Ads Search Certified, Google Shopping Ads Certified, Photoshop Basics Certified, InDesign Essentials Certified

Interests: Aerial Silks, Design, Events Planning, Instagram, TikTok, LinkedIn, Facebook, Reading, Crochet, Travel, Food