

LAUREN RAU

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MARKETING CONSULTANT

LAUREN RAU DESIGNS | DEC 2018 - PRESENT

- Develop and execute marketing strategy for small businesses, real estate, education, restaurants and more
- Design and manage websites focusing on user experience and client specific marketing goals
- Drive new business by creating and maintaining digital marketing initiatives to increase brand exposure
- Plan and implement advertising budgets to maximize engagement and reach
- Visit laurenrau.com for more information on my current and past clients

EVENT COORDINATOR

EAGEN, INC. | MAY 2016 - PRESENT

- Responsible for on-site event operations and working with c-suite executives to keep programs on track
- Search and negotiate venues - Saved client over \$20,000
- Assist in planning of multi-million dollar corporate events across the US

MARKETING ASSOCIATE

JANET MCAFEE REAL ESTATE | SEPT 2017 - DEC 2018

- Lead 8 month corporate website redesign project working with website provider
- Created social marketing initiatives; assist agents with creating and managing social pages
- Developed video concepts, plan and participate in shoots and review final edits to align with brand strategy
- Maintained company website and photo inventory for 500+ properties
- Contributed to advertising strategy, marketing budget and plan development.

PUBLIC RELATIONS INTERN

THE DR. OZ SHOW/SONY PICTURES | SEPT - DEC 2016

- Compiled and archived daily press clippings for Sony senior executives
- Generated talking points for radio and television appearances for Dr. Oz
- Collaborated with post-production to select clips for national outlets and press packages
- Updated and organized press contact records for outreach

ART DIRECTOR

ADZOU | SEPT - DEC 2016

- Designed and developed content for a 100+ page plan book for the full service student agency engaged by MilliporeSigma, the \$6B life science division of Merck KGaA to promote Curiosity Labs, a program encouraging young students to explore STEM
 - Presented findings and detailed plan to company's executive team
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BACHELOR OF JOURNALISM, STRATEGIC COMMUNICATIONS

UNIVERSITY OF MISSOURI | 2013 - 2017

MINOR IN BUSINESS

USER EXPERIENCE/USER INTERFACE BOOTCAMP

FLATIRON SCHOOL | 2019