

Lauren E. Sellers

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- EDUCATION:** TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Expected Graduation: May 2016
Major: Marketing, Minor: Management Information Systems
- EXPERIENCE:** ARRIS GROUP INC, Horsham, PA January 2015 – Present
University Relations Intern
- Review resumes and evaluate applicants through Taleo to reveal job skills, work history, and education needs for a global telecommunications equipment manufacturing company.
 - Support web development and improvements of the company's internal Intern website through SharePoint.
 - Coordinate postings at colleges for internship opportunities, as well as any additional tasks relating to the University Relations program as needed.
- TEMPLE ATHLETICS, Philadelphia, PA August 2014-Present
Social Media Student Assistant
- Support the marketing and communication departments with their social media efforts through content creation, including infographics, promotions, and other forms of multimedia.
 - Create a social media marketing strategy for the 2014-2015 year by developing and executing social media campaigns to gain followers and increase engagement through multiple social networks.
 - Assist with social media platforms for game days of various sports, including developing social media promotions to engage students before, during, and after athletic events.
- EVOLUTION COACHING, LLC, Macungie, PA July 2014-November 2014
Social Media Marketing Intern
- Manage the social media accounts, including Twitter and Facebook, for a coaching and development company that provides life and career coaching, as well as resume and corporate services.
 - Provide weekly reports on amount of followers, page likes, retweets, interactions, etc. for Facebook and Twitter accounts in order to keep track of growth in the company's social media presence.
 - Create promotional items, such as flyers, posters, contact cards, etc., for the company, as well as for various events that the company attends.
- KFORCE, King of Prussia, PA May 2014 - August 2014
Market Research Intern
- Support the sales team by sourcing firms via DiscoverOrg and LinkedIn to accumulate new company contacts for future relationships for a professional staffing firm.
 - Update and maintain internal database on current finance, accounting, and technology client employment start and end dates, as well as client and company contact information.
 - Co-manage the company's social media, including Facebook, LinkedIn, Twitter, and their blog in order to inform followers and subscribers of industry news, events, and job opportunities.
- ORGANIZATIONS:** International Business Association Fall 2014-Present
- Director of Marketing
- American Marketing Association Fall 2013-Present
- Member, Cherry Consulting, 2014
 - Participant, *Vitaminwater* 2014 Case Study
 - Participant, *Hershey's Take 5* 2013 Case Study
- Fox Mentorship Program Fall 2014
Temple University Operation Smile Fall 2014
- AWARDS AND CERTIFICATES:** AMA Marketer of the Month December 2013
AMA Market Research Certification April 2014
- SKILLS:** MS Office (Word, PowerPoint, Excel, Access, SharePoint), Google Analytics, WordPress, Tableau, Hootsuite
Basic: SQL, SAP