

# LAUREN E. SNYDER

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## EDUCATION

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration, Graduation: May 2015**

**Major: Marketing and Management Information Systems**

GPA: 3.81 | Dean's List: Fall 2011 through Spring 2014

*Selected Courses:*

Business Statistics

Marketing Research

Consumer and Buyer Behavior

Digital Design and Innovation

## ACTIVITIES & AWARDS

Founder & President, Fashion and Business Club of Temple University,

November 2012 – Present

Temple University American Marketing Association

September 2012 – Present

2014 Fox School of Business Design Challenge, Third Place Winner

2013 Richard Allen Wasko Memorial Award Recipient

Temple University Room Decorating Contest Winner, September 2012

## EXPERIENCE

BARNEYS NEW YORK, New York, NY

June 2014 – August 2014

### Digital Marketing Intern

- Analyzed visitor acquisition to Barneys.com and BarneysWarehouse.com using Google Analytics to determine top performing referral websites by sessions and revenue.
- Researched potential affiliate partners to expand Barneys New York's online marketing programs.
- Compiled a competitive analysis of luxury retail websites and provided actionable recommendations for Barneys.com and BarneysWarehouse.com to Web Marketing team.

COLLEGE FASHIONISTA, Philadelphia, PA

January 2013 – Present

### Head Style Guru Intern, Temple University

- Compose weekly blog posts featuring style advice for a fashion website with over 1,100 writers from campuses worldwide and act as a leader among 13 other Style Gurus at Temple University.
- Participated in exclusive editorial campaigns with Seventeen Magazine, The Zoe Report, American Eagle Outfitters, Hunter Boots, Victoria's Secret PINK, and Kohls.

BURLINGTON COAT FACTORY, Burlington, NJ

June 2013 – August 2013

### Marketing Intern

- Assisted the advertising and graphics department of a growing off-price retailer with over 470 stores nationwide by contributing to creative jobs for marketing use.
- Coordinated a photo shoot for the brand's fall fashion direct mailer by assisting in model and merchandise selection, layout and story development, and shot list management.
- Created copy for women and men's direct mailers, email advertisements and in-store scripts and designed graphics for social media using Photoshop.

SORRELLI JEWELRY, Kutztown, PA

May 2012 – August 2012

### Marketing Intern, Retail Store

- Assisted flagship store management with retail operations at a family-owned fashion jewelry company with an expanding e-commerce and wholesale presence nationwide.
- Collaborated with management to coordinate events and promotions, organized post-event/promotion data to determine effectiveness of marketing materials used.

## SKILLS

- Microsoft Office Applications
- HTML and PHP coding
- Adobe PhotoShop
- Qualtrics Survey development
- Google Analytics