

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: 3.85 | Dean's List: Fall 2011 through Spring 2013

Selected Courses:

Business Statistics

Managerial Accounting

Spanish Conversation
Enterprise IT Architecture

ACTIVITIES & AWARDS:

Fashion and Business Club of Temple University, November 2012 – present

Founder and President, November 2012 – present

Temple University American Marketing Association, September 2012 – present

Temple Student Government, January 2013 – present

2013 Richard Allen Wasko Memorial Award Recipient

Temple University Room Decorating Contest Winner, September 2012

EXPERIENCE: 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.

COLLEGE FASHIONISTA, Philadelphia, PA

January 2013 – Present

Head Style Guru Intern, Temple University

- Compose weekly blog posts featuring style advice for a fashion blog with over 600 writers from 300 campuses and act as a leader among 5 other Style Gurus at Temple.
- Selected to be one of four weekly contributors in the launch of the site's new interior design column, CollegeDormista.
- Participated in exclusive editorial campaigns with Seventeen Magazine, The Zoe Report, American Eagle Outfitters, and Hunter Boots.

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.

TEMPLE UNIVERSITY, Philadelphia, PA

February 2012 – Present

Undergraduate Assistant, Legal Studies

- Complete daily office tasks and manage the department's social media.
- Designed promotional materials for the department, including an informational flyer.

SKILLS & LANGUAGES:

- Proficient in Microsoft Office Applications
- Social Media Marketing, Google Apps Suite, bit.ly, Blogging, WordPress
- Conversant in Spanish