



Lauren Jones
Public Relations

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EDUCATION

Auburn University | Auburn, AL
Bachelor of Arts in Public Relations
Spring 2016
GPA: 3.98 | 4.00

EXPERIENCE

Opelika Main Street Public Relations Intern
December 2016- Present

- Created in-depth surveys to research consumer knowledge and feedback of organization
- Increased social media presence on Facebook and Instagram by 10%

Scarlet and Gold Public Relations Intern
May 2015 - July 2015

- Strategically enhanced their social media presence to over 60,000 followers in 3 months in order to improve brand recognition
- Assisted with launching a national campaign from coordinating collateral development to a system wide rollout that worked to serve those going through IVF treatment.

Cornerstone Winshape Marketing Intern
May 2015 - August 2015

- Executed four social events that promoted brand retention to local businesses
- Conceptually planned and presented graphics to coincide with different marketing pushes.

The Corner News Advertising Intern
February 2013 - September 2013

- Assisted head advertiser on three different summer publications that resulted in over 25,000 views
- Created a cost efficient production system that saved over \$2,000 in ad printing costs.

LEADERSHIP

Miss Auburn | *February 2015 - Present*

Voted by peers to be the representative of the student body and carry out platform that serves to integrate students with disabilities into Auburn University. In this position I served campus administration, prospective donors and campus leaders by hosting over 35 different fundraising events.

Vice President of Alumni Relations | War Eagle Girls and Plainsmen | *February 2015 - Present*

Delegates a group of the top 25 students at Auburn University to act as the official host and hostess of the university. In this position I planned and executed a reunion to connect over 700 past alumni.

Post Hoc Disability Committee Representative | *June 2015 - Present*

Elected by Auburn University faculty to work cohesively with university staff to change policy regarding people with disabilities. This committee strives to change academic curriculum and remove physical barriers that inhibit students with disabilities.

Cater Society | *February 2015 - Present*

Chosen to be a part of Auburn University's senior secret society encompassing the top 15 women on campus.

Director of Benevolence for Panhellenic | *November 2013 - December 2014*

Created and implemented all of Auburn University's Panhellenic philanthropic efforts with multiple national charities. In this position I raised over \$12,000 and collected over 2,000 item donations for different charities.

'Beat Bama Food Drive' Marketing Chair | *March 2013 - October 2013*

Collaborated with the head-marketing chair to advertise 'Beat Bama Food Drive' across Alabama. This event raised over 300,000 food cans that were donated to local food pantries across the state.