

Lauren Welch

Communications Specialist

✉ thisislaurenwelch@gmail.com
🌐 <https://laurenwelch.com/>
🌐 [linkedin.com/in/laurenawelch17/](https://www.linkedin.com/in/laurenawelch17/)

EDUCATION

BACHELOR OF SCIENCE IN MASS COMMUNICATION - JOURNALISM

Texas State University

PLATFORMS & GUIDES

- AP Style
- Adobe Creative Suite
- Microsoft Office
- Project Management - Monday.com, Asana, Mailchimp, Constant Contact, Wordpress
- Social Media Management - Hootsuite, Meltwater, SOCI
- SEO Optimization - Evergreen blog posting, web content, video

HIGHLIGHTED SKILLS

- **Editing** - online content, print, social media management, project management, HTML
- **Content** - news, PR, blog & marketing
- **Communication** - brand voice, both internal & external, excellent verbal & written
- **Leadership** - project management & training

ABOUT

Motivated & versatile communications specialist with experience in print, HTML, social media, graphics development & webpage content creation. Known for leadership, energy, & dedication to projects. Engaged & flexible in a fast-paced atmosphere with extreme attention to detail. Well versed in various creative platforms. Deadline driven, reliable, & delivers consistent results as a self-starter & collaborator. Acquired a transferable skill set from past experience & is extremely adaptable to new tasks & situations.

EXPERIENCE

Legends - National Medal of Honor Museum | March 2025 - Current

Marketing Associate

- Led project management efforts for promotional collateral by coordinating content & approvals in close collaboration with the in-house designer, ensuring cohesive branding across onsite displays & digital platforms
- Developed & executed multi-channel marketing campaigns to promote museum events, exhibitions, & educational programs, increasing visitor engagement
- Spearheaded the creation of our bi-weekly newsletter as well as our follow-up email program, increasing our Tripadvisor & Google Review ratings by 25%

The Glass Guru HQ | 2023-2024

Content Creator & PR Specialist

- Developed, edited, & distributed multimedia content across digital platforms (social media, press releases, blogs, website bios, intranet, & email marketing) while ensuring consistency in brand voice & messaging.
- Tracked performance using SEO targets & analytics tools (SOCi, Meltwater), measuring social engagement, campaign reach, & PR impact to inform strategy & optimize future content.
- Created & managed social media & content calendars; partnered with the creative team to produce graphics, video, & other digital assets supporting campaigns & brand initiatives.

WebCE | 2017-2023

Digital Production Associate

- Wrote, reviewed, & organized HTML code to support the online publication of hundreds of continuing education courses each year, ensuring accuracy, functionality, & timely delivery.
- Served in special roles beyond core production, including leading task force groups within the Innovation Pillar to identify & implement process improvements.
- Acted as copywriter & publisher for the company's monthly newsletter, managing content development & distribution to maintain consistent communication with stakeholders.