

Lauren Welch

Communications Specialist

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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

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, and 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

- Strategically created, edited, and published compelling content across all digital platforms, including social media, press releases, blogs, website bios, intranet, & marketing emails, maintaining consistent brand voice
- Monitored performance using analytics tools such as SOCI and Meltwater, tracking social media engagement, campaign reach, and PR impact

WebCE | 2017-2023

Digital Production Associate

- Wrote, reviewed & organized HTML code for online publication of hundreds of continued education courses annually
- Special roles: create task force groups to solve problems in our Innovation Pillar, as well as a copywriter & publisher of our monthly newsletter