

Lauren Welch

Communications Specialist

ABOUT

Communications specialist who shapes cohesive brand narratives & delivers thoughtful, marketing campaigns that drive engagement across social & traditional media. Brings a strong command of project management, including concept development & content creation as well as PR support & multi-platform execution. Strength lies in finding the creative hook in a project, turning it into content that's memorable, & executing strategic brand opportunity. Energized by the ability to refine a brand's voice, elevate presence, & create communication that feels intentional, human, & unmistakable.

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EDUCATION

BACHELOR OF SCIENCE IN MASS COMMUNICATION - JOURNALISM

Texas State University

PLATFORMS & GUIDES

- AP Style
- Digital Marketing & Email Tools - Meltwater, Mailchimp, Constant Contact, Google Analytics
- Adobe Creative Suite
- Microsoft Office
- Project Management - Monday.com, Asana
- Social Media Management - Hootsuite, Meltwater, SOCI
- SEO - Evergreen blog posting, Wordpress, web content, video
- Certified in Music Business Foundations

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

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 strategic storytelling via 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
- Copywriter & publisher for the company's monthly newsletter, managing content development & distribution to maintain consistent communication with stakeholders