

LAUREN SURFACE

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Experience

Residential Leasing Agent | Fulton Grace Realty- Chicago, Illinois | 03/2025 - current

- Act as the primary point of contact for prospective residents, scheduling appointments, conducting property tours, and closing leases with a 40%+ conversion rate.
- Utilize CRM platforms (FollowUp boss) to manage client data, optimize scheduling, and increase follow-up efficiency by 25%.
- Demonstrate strong consultative sales skills by identifying client needs and matching them with ideal property solutions.

Freelance Marketing Coordinator | Mertz Design Studio- Cincinnati, Ohio | 08/2024 - 04/2025

- Developed high-impact content including press releases, blogs, newsletters, video scripts, and digital ads, increasing brand visibility and engagement.
- Led strategic marketing initiatives that boosted audience reach and performance metrics by 20–30%.
- Directed branding and product launch efforts from concept through execution.

Bartender | Holy Grail Banks - Cincinnati, Ohio | 03/2022 - 08/2024

- Delivered high-level customer service in a fast-paced environment, building strong rapport and repeat customer relationships.
- Trained and mentored 12+ new employees, strengthening team performance and communication.
- Maintained strong upselling skills, regularly increasing per-customer sales.

Front Desk Manager | Workout Anytime - Kettering, Ohio | 08/2023 - 08/2024

- Drove membership sales through tours, presenting membership tiers, and maintaining a 45%+ tour-to-membership conversion rate.
- Managed daily front-of-house operations including check-ins, sales transactions, class scheduling, and member troubleshooting.
- Built strong member relationships that improved retention and satisfaction.
- Oversaw opening/closing duties, facility standards, and staff coordination to ensure a clean, safe, high-energy environment.

Head of Marketing | Do Re Me Therapy - Startup | 05/2021 - 08/2023

- Led multi-platform marketing campaigns that increased engagement by 50% in 12 months.
- Conducted competitive and consumer research to shape brand messaging.
- Implemented SEO strategies and video campaigns, driving measurable increases in website traffic and lead generation.
- Created and delivered investor pitch materials, presenting brand strategy and growth projections to secure early-stage interest

Education and Training

University of Cincinnati | Cincinnati

Bachelor of Arts: Journalism
Bachelor of Arts: Psychology

- Dean's List | 4.0 GPA

Certifications

Registered Yoga Teacher

(RYT-200) – Yoga Alliance (2022)