

LAUREL CROZIER

communications professional seeking new challenge

804 West Morgan Street

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SUMMARY

Public relations professional with 3+ years of experience in thoughtful brand management and effective communications strategies. Highly perceptive, detail-oriented worker with a flair for creativity, a background in social media management and a quite extensive copywriting portfolio.

EXPERTISE

- Tactful copywriting skills
- Constant creative and critical thought
- Building of brand consistency
- Careful communication techniques
- Reliable execution of projects
- Intentional social media content creation across platforms

PROFESSIONAL EXPERIENCE

Alexia's Bridal Boutique Digital Marketing & PR Specialist, Jan 2020-Present: Manage all marketing and PR efforts for two bridal boutiques with the goal of strategizing brand management to increase visibility within target audiences. This includes:

- Leveraging popular channels to create brand awareness, such as creating two TikTok accounts, which have grown to 128.1k followers and 70.9k followers
- Prioritizing digital presence through consistently updated website copy and bi-weekly blogs
- Honing copywriting skills, content calendar management and graphic design abilities through the creation of 12-14 Instagram posts per week
- Coordination of events to increase community visibility, such as styled shoots and open houses
- Improving luxury customer experience through project ideation and product sourcing

Yellow Dog Bread Company Social Media and Communication Intern, Fall 2020: Learn the unique needs of a small business' social presence. Manage main social account while adapting to the preferred style of photography and copy for bakery's Instagram. Drive audiences to engage with content through updated website copy and strategized posting.

Twenty Over Ten Digital Marketing Intern, Summer 2020: Manage company's social media across four platforms. Write organic social posts highlighting clients, showcasing company work and weekly initiatives. Write and publish two blogs per week. Track social analytics. Comment, like and message followers on behalf of Twenty Over Ten.

Rational Interaction Copywriting Intern, Summer 2019: Experience inner-workings of a customer experience agency from within the creative department. Produce original copy for Acer computers' promotional advertisements and organic social media, including Twitter, Instagram, Facebook and Reddit. Contribute to various other clients with product naming, event planning, brainstorming and Rational's own social media posts.

MEDIA PROFICIENCIES

Canva, Facebook, G Suite, Hootsuite, Instagram, LinkedIn, Microsoft Office Suite, Pinterest, Planoly, Snapchat, TikTok, Twitter and WordPress

EDUCATION

North Carolina State University, Raleigh, NC
— B.A. Communication: Public Relations
— Minor: Journalism
August 2017 - December 2020, GPA: 3.98

SPECIAL INTERESTS

Baking, Rock Climbing, Embroidering and Coffee-drinking

full portfolio: laurelcrozier.journoportfolio.com