

Lauryn-Ashley Crawford, M.A.

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PROFESSIONAL EXPERIENCE

GOJO Industries, Akron, OH (Remote)

Copywriter - The PURELL® Brand (2022—Present)

- Wrote detailed product descriptions of health and wellness products and systems for ecommerce platforms, such as Amazon, Staples, and Office Depot.
- Created effective marketing copy for advertisements, emails, trade shows, and e-books.
- Generated topics and developed articles for GOJO's online blog.
- Performed content audits to ensure alignment between GOJO.com and ecommerce platforms.
- Curated social media content and post copy for Instagram, Facebook, and LinkedIn.
- Updated GOJO.com webpages.
- Developed high-quality B2B and B2C written content to support the GOJO enterprise.

Akron Art Museum, Akron, OH

Social Content Creator (2019–2022)

- Drafted and edited engaging marketing materials, such as press releases, e-newsletters, magazine articles, and blog posts for visitors.
- Collaborated with departments to write and edit internal communications for the organization.
- Managed and created content for digital and social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and Pinterest.
- Wrote alt text and visual descriptions to increase accessibility.
- Planned and organized influencer and media events.
- Coordinated local news appearances and interviews for new events and openings.

Assistant to the Director/Administrative Assistant (2019)

- Scheduled meetings and managed calendars for the Chief Executive Officer and Deputy Director.
- Coordinated monthly meetings for the Board of Directors.
- Maintained the confidentiality of Board Members' personal information.
- Recorded and distributed minutes from Board meetings.
- Monitored inventory of supplies and placed new orders for the office on a regular basis.

JOANN Fabrics Home Office, Hudson, OH

Buyer Coordinator (2018–2019)

- Performed purchasing functions in the efficient procurement of goods and services.
- Provided support to the Home Decor and Licensed fabrics buying teams.
- Requested, organized, and managed product samples from vendors.
- Prepared merchandise for marketing promotions and photoshoots.

Replenishment Analyst - Inventory Management Intern (2018)

- Evaluated opportunities for product allocation to maximize sales and gross margin in the supply chain.
- Developed inventory plans for front-end merchandise and Halloween candy that were both implemented following the internship program.
- Supported replenishment analysts and the entire inventory management department by pulling reports and analyzing sales data.

T.J. Maxx, Medina, OH

Sales Associate (2016–2018)

- Worked as a markdowns associate, cashier, and shelf merchandiser.
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SKILLS

Marketing, Written and Oral Communication, Organization, Adaptability, Time Management, Teamwork, Adobe InDesign, Microsoft Office (Outlook, Excel, Word, and Teams), Copywriting, Proofreading

EDUCATION

Bowling Green State University, Bowling Green, OH

Master of Arts in English (August 2020—April 2022)

Kent State University, Kent, OH

Bachelor of Science in Fashion Merchandising, Summa Cum Laude (August 2015—May 2019)

Minors: Marketing and Economics

AWARDS

National Retail Federation Next Generation Top 5 Finalist 2019

- Completed a case study for BJ's Wholesale Club to reinvent their existing Buy Online Pick Up In Store program using digital technology. The case study featured the following: Proposal, Competitor Studies, Omnichannel Operations Evaluation, Customer Surveys, User Experience Journey, Marketing Plan, ROI Model
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VOLUNTEER EXPERIENCE

Akron Art Museum Board Transformation Task Force 2020–2022

NEO Impact, Kent State and Cleveland State University campuses 2016–2021

Minds Matter Cleveland Writing Council 2023