

LAUREN REED

PERSONAL PROFILE

I am a dedicated and strategic communicator committed to the craft of inspiring narratives. Through devoted intention, I cultivate a collaborative work environment that produces purposeful and innovative outcomes.

CONTACT

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PROFESSIONAL EXPERIENCE

RUMPKE WASTE AND RECYCLING

Corporate Communications Intern | May - August 2023

- Wrote copy for William-Thomas Group website (national waste network founded by Rumpke)
- Wrote 5 radio ads for Darke County and University of Kentucky football games (seats 61,000)
- Wrote 20 media releases for student scholarships, company updates and safety announcements including
- Created 2-5 monthly internal announcements newsletter articles
- Led 1-3 weekly tours of Rumpke facilities for groups of 10-30 people and answered questions

RASOR MARKETING

Intern | May - August 2022

- Created 2 media alerts for client events
- Cold called media to invite them to attend a client showcase
- Created an audit for a client's social media
- Used Critical Mention daily to search for client media mentions
- Created reports from clients' social media analytics

BETHESDA FOUNDATION

Development Intern | May - August 2021

- Researched, organized, and presented information for a rebranding of the Bethesda Auxiliary which works to improve the quality of life for medical patients and their families
- Wrote a press release for scholarship recipients
- Designed 3 Canva LinkedIn graphics promoting the Foundation

RELATED EXPERIENCE

SCRIPPS PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA (PRSSA)

Vice President of Public Relations | June 2023 - Present

- Editor-in-chief of chapter publication, PR Success
- Led the publicity committee
- Managed blogs and functions of Scripps PRSSA website

Vice President of Finance | June 2021 - May 2022

- Planned, organized, and led a succulent sale, raised \$100
- Kept track of finances and spending for the entire chapter

PRSSA 2022 BATEMAN CASE STUDY COMPETITION

Event Planner | December 2021 - April 2022

- Created, planned, and hosted events for the target audience
- Collaborated with a small group team to create a public relations campaign for the Lymphoma Research Foundation
- Cold emailed potential partners

OHIO STATE NATIONAL SECURITY SIMULATION

"Press Secretary" | November 2021

- Wrote 2 press releases
- Wrote a crisis statement for "the Columbus, OH Mayor's Office"
- Communicated crafted statements to "the press" that upheld both reputation and truth

TOUR GUIDE

Desk Worker- Ohio University | April 2021- Present

- Answer around 6 weekly calls about Undergraduate Admissions and use Slate to add, delete, and change reservations
- Advertise Ohio University to prospective students and families through 1-5 weekly tours of 5-20 people or checking in families
- Formulate thorough answers on the spot that projects Ohio University positively

EDUCATION

OHIO UNIVERSITY | Class of 2024

E.W. Scripps School of Journalism

B.S. in Journalism, Strategic Communications

Marketing Minor | Social Media Certificate

3.94 GPA | Ohio Honors Program

SKILLS

- Canva - Adobe Premiere Pro - Google Suite - Microsoft Suite
- Critical Mention - Slate - WordPress