

Lauren Sawhook

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EDUCATION

Miami University, Oxford, OH

Bachelor of Fine Arts, Emerging Technologies in Business + Design, Arts Management

Expected May 2026

GPA 4.0

President's List

Fall 2022 - Present

WORK EXPERIENCE

Miami University Admissions, Oxford, OH

Tour Guide

October 2023 - Present

- Share experiences with hundreds of prospective students each semester.
- Guide groups of 4-10 families across campus, while detailing insightful and helpful information about Miami.
- Earned Tour Guide of the Month for gaining exceptional reviews from families based on performance within 1st month of touring.
- Collaborate and work side by side with 20 tour guides weekly.

Whipty-Do! LLC, Maineville, OH

Team Member

February 2019 - July 2024

- Engaged with over 50 customers daily, in order to provide an excellent experience.
- Experienced working with students aged 15-23, building interpersonal communication and collaboration skills.

ACADEMIC PROJECTS

Gapleave App UX/UI Design, Intermediate Interaction Design

Spring 2023

- Solved problems for college students struggling with taking care of themselves based on 2 months of research and needs assessment.
- Conducted interviews with 10 students across multiple universities to gain feedback, and provide an optimal experience for users.

Content Strategy Report, Professional Communication and Digital Rhetoric

Fall 2023

- Learned how to complete a social media audit of any company or organization by analyzing trends and data of over 30 social media posts.
- Developed a professional presentation and white paper delivered to a class of 30 students, based on findings and research outcomes.

elf Cosmetics Marketing Analysis, Digital Marketing and Branding

Spring 2024

- Dived deep into trends and marketing strategies elf Cosmetics uses, and created a Start-Stop-Continue analysis for the company across 4 different projects.
- Benchmarked elf's SEO and performance with 4 other major beauty brands to show where elf is lacking as a brand.

CAMPUS AND COMMUNITY INVOLVEMENT

Stage Left, Oxford, OH

Fundraising Chair

May 2024 - Present

- Set up an online fundraiser for Move-In Miami, raising over \$1,500.
- Created at least 2 fundraising events every semester engaging students and earning funding for the organization.

Emerging Technology Leaders, Oxford, OH

General Member

August 2022 - Present

- Selected to be a part of an honors group within the ETBD program, where students take 3 specialty classes, and learn at a fast and industry-standard pace.

KEY SKILLS

Adobe Creative Cloud: Proficient in Photoshop, InDesign, Illustrator, Rush, Premiere Pro.

Coding: HTML, CSS, JavaScript, and X-Code

Figma: Constructed an entire app for both iOS and Android using Figma.