

LAUREN STEED

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EDUCATION

UNION UNIVERSITY

August 2021- May 2025

Bachelor of Arts in Digital Media Communications

Summa Cum Laude - GPA: 3.97

EXPERIENCE

LIFEWAY

June 2025 - August 2025

Digital Marketing Intern

- Assembled 4 social media posts promoting the *Lifeway Village* at SBC week
- Created summary articles for a 34-webinar series using *Contentful* software
- Assisted in brainstorming marketing campaign for upcoming women's events, email marketing, and taxonomy to make products searchable

UNION UNIVERSITY

August 2024 - May 2025

Student Ambassador

- Created and managed content for two social media accounts
- Analyzed data insights and boosted engagement by 600%
- Lead weekly campus tours and lunches for prospective students

UNION UNIVERSITY

August 2022 - May 2025

Campus and Magazine Photographer

- Photographed over four campus events weekly for marketing materials
- Edited and uploaded over 100 photos weekly, ensuring timely delivery and consistent alignment with branding guidelines and editorial themes
- Elevated visual appeal for both the online and print publication

THE JACKSON SYMPHONY

Spring 2024 (Freelance
August 2024 - May 2025)

Digital Marketing Intern

- Created and designed digital marketing materials to increase engagement and donor support
- Captured 200+ photos at monthly performances for future promotional content
- Supported ongoing marketing campaigns and drove audience engagement

NEW YORK LIFE

May 2024 - August 2024

Employee Engagement Intern

- Led and managed the redesign project of the company intranet site for 3,500 employees to enhance the user experience
- Conducted a needs assessment with 74 employees to guide improvements
- Created a governance sheet and drafted a launch plan to ensure a smooth transition and high engagement

SKILLS

Office 365 | Contentful |
Adobe Creative Suite |
Canva | Hootsuite | HTML

ACCOMPLISHMENTS

- **Best Photographer** - Intercollegiate State Legislature Date
- **Content Marketing** - Hubspot Academy 2024
- **Google Analytics** - Google 2025