




LAUREN STEED

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EDUCATION

Union University - Jackson, TN

Digital Media Communications

GPA: 3.97

August 2021- May 2025

SKILLS

- Lightroom Classic
- Illustrator
- InDesign
- Photoshop
- Office 365
- Google Suite
- HTML and CSS
- Wordpress

ACCOMPLISHMENTS

Best Photographer -

Tennessee Intercollegiate

State Legislature 2024

Content Marketing -

Hubspot Academy 2024

SEO Principles -

Semrush Academy 2025

Google Analytics -

Google 2025

WORK EXPERIENCE

STUDENT AMBASSADOR, Union University

Fall 2024 - Present

- 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

CARDINAL AND CREAM PHOTOGRAPHER, Union University

Fall 2024 - Present

- Scheduled and photographed over four weekly assignments
- Elevated visual appeal for both the online and print publication
- Captured and edited photos to align with editorial themes

CAMPUS PHOTOGRAPHER, Union University

Fall 2022 - Present

- Photographed over three campus events weekly for marketing materials
- Edited and uploaded over 100 photos weekly, ensuring timely delivery and consistent alignment with branding guidelines

DIGITAL MARKETING INTERN, The Jackson Symphony

Spring 2024 (Freelance Photographer Fall 2024 - Present)

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

EMPLOYEE ENGAGEMENT INTERN, New York Life

Summer 2024

- 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

COMMUNICATIONS INTERN, Silverdale Baptist Church

Summer 2023

- Designed seven user-friendly infographics and guidelines that enabled staff and volunteers to operate camera equipment with minimal training
- Operated cameras for live stream services, pre-recorded videos, and captured content via drone