

# Lauren Weisshaar

## Marketing and Event Management

### Contact

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### Education

Iowa State University  
Ames, IA  
Bachelor's in Marketing and Event Management

### Achievements

Event Supplier Network Certification

### Key Skills

Marketing  
Event Management  
Social Media Planning  
Brand Management  
Video Editing

### Objective

Motivated, teamwork-oriented student pursuing a Bachelor's in Marketing and Event Management. Experience in marketing live shows and festivals with a strong sense of creating targeted marketing campaigns, ads and email campaigns. Proficient in use of Microsoft Office with emphasis on Word, PowerPoint, and Excel. Proficient in Adobe Cloud with emphasis on Photoshop, Illustrator, InDesign, and Premiere. Proficient in social media platforms, emphasis on Facebook, Twitter, and Instagram.

### Experience

*October 2019-Current*

Marketing Intern • Zenith Music Group

- Conduct qualitative research on the current state of the music industry
- Assist in building and maintaining brand recognition for ZMG through use of social media

*May 2019-August 2019*

Marketing Intern • First Fleet Concerts

- Ran marketing campaigns for Wooly's, Hinterland Music Festival 2019, Big Country Bash Series 2019, Nitefall on the River
- Collaborated with local businesses to set up social media contests benefitting both parties
- Created tailored ads and email campaigns for upcoming shows with ToneDen
- Edited videos of artist performances for promotional use

### Leadership

- Gamma Phi Beta Philanthropy Chair- 2019
- St. Jude Up 'til Dawn- Sorority and Fraternity Recruitment/Finale Event Team - 2019

## References

Available upon request