

# Lauren McPherson

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## WORK EXPERIENCE

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Portside Distillery & Brewery, May 2014 - present

Cleveland, Ohio

*Marketing and Events Manager*

Launched marketing initiatives for startup business and continued to

- Drive all marketing objectives for products, tasting room and events in greater Cleveland market
- Facilitate and contribute to rebranding campaign (June 2014) with Little Jacket agency
- Develop brand strategy for website, packaging, tasting room location, and more
- Manage and create content for social media platforms with over 60% increase in online exposure over past 19 months; managed with Hootsuite and social analytics
- Earn new sales accounts with local establishments to increase sales 15%
- Cultivate brand awareness through online/digital and print materials including point of sale
- Plan and coordinate in-house and off site events from point of contact to fulfillment
- Enact community outreach to support neighborhood, adjacent businesses, and nonprofits
- Deliver excellent customer service with tasting room customers and event clients

LaunchHouse, January 2014 – May 2014

Shaker Heights, Ohio

*Marketing and Public Relations Intern*

Created and edited posts for blog and social media campaigns, assisted with event planning and coordination to completion, managed front of house duties, and contributed to young entrepreneur program ideation and execution

Fisher-Price, June 2013 – August 2013

East Aurora, New York

*Community Relations Intern*

Drafted corporate announcements and biweekly company-wide newsletter, organized employee volunteer events with Habitat for Humanity, Ronald McDonald House of WNY, and the United Way, coordinate toy and monetary donations to local non-profits, and managed community outreach initiatives in Western New York

## SKILLS

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- Strong written and verbal communication
- Knowledgeable in Adobe Creative Suite programs (Id, Ps, Ai) and Microsoft Office
- Savvy social media strategy and planning with Hootsuite
- Online/digital audits with Google Analytics and SEO qualities
- Event planning and management
- Email campaigns with Constant Contact
- Branding and positioning

## EDUCATION

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John Carroll University, Class of 2014

B.A. in Communication with Integrated Marketing/Public Relations concentration, graduated Cum Laude

## OTHER EXPERIENCE

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AAF Cleveland, *Member*

Providence House PHriends Young Professionals Group, *Board Member*

Destination Cleveland, Cleveland Travelbackers Program

Carroll Relations, chapter of Public Relations Student Society of America, *Secretary and Member*

The Carroll News, *Staff Reporter*

'Seeds of Hope' Big Brothers Big Sisters program, *President & Student Leader of the Year Award 2013*