

# Lauren McPherson

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## WORK EXPERIENCE

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Adcom, March 2016 - present

Cleveland, Ohio

*Account Executive, Cleveland Clinic and Destination Cleveland*

Manage ongoing advertising campaigns leading clients to success, including:

- Providing attentive campaign management with timelines, budgets and creative deliverables
- Facilitating and contributing to tactical media strategy and creative assets
- Actively managing client expectations with effective and timely communication
- Analyzing campaign performance reports and sharing detailed insights with the client
- Delivering nimble solutions with excellent attention to detail

Portside Distillery & Brewery, May 2014 - February 2016

Cleveland, Ohio

*Marketing and Events Manager*

Launched marketing initiatives for startup business and continued to:

- Drive marketing objectives for products, tasting room and events in greater Cleveland market
- Pilot rebranding campaign with Little Jacket (June 2014), including developing brand identity for website, packaging, tasting room location and more
- Manage and create content for social media platforms with over 60% increase in online exposure over 19 months; managed with Hootsuite and weekly social monitoring
- Cultivate brand awareness through owned assets and grassroots marketing tactics

LaunchHouse, January 2014 – May 2014

Shaker Heights, Ohio

*Marketing and Public Relations Intern*

Supported Marketing and Public Relations manager by creating content for blog and social media, assisting with event planning and contributing to young entrepreneur program ideation and execution.

## SKILLS

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- Strong written and verbal communication
- Knowledgeable in Adobe Creative Suite (Id, Ps, Ai) and Microsoft Office
- Branding and positioning
- Event planning and management
- Savvy campaign strategy and planning
- Coordinating teams with varied backgrounds
- Creative problem solving
- Effective multi-tasking

## EDUCATION

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John Carroll University, Class of 2014

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

## OTHER ACTIVITIES

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Providence House PHriends Young Professionals Group, *Marketing Co-Chair and Board Member*

Brews & Prose, *Attendee and Marketing Consultant for monthly reading series*

North Coast Community Homes, *Marketing Consultant and 2018 Gala Committee Member*

Bookin' It, *Co-founder of friend-focused book club*

Life's finest moments include: Cultivating relationships, experimenting in the kitchen, walking dogs, live music, testing boundaries and celebrating the weekend