

Lauren McPherson

Cleveland, OH

WORK EXPERIENCE

Portside Distillery & Brewery, May 2014 - present

Cleveland, Ohio

Marketing and Events Manager

Launched marketing initiatives for startup business in May 2014, 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
- Administer social media platforms with detailed understanding of target audience
- Earn new sales accounts with local establishments
- Coordinate in-house and off site events from point of contact to fulfillment
- Enact community outreach to support neighborhood, adjacent businesses, and nonprofits
- Manage tasting room duties by leading team of servers, executing customer service
- Perform all tasks with entrepreneurial mindset and self-determination
- Support small team of directors with dedication and patience

LaunchHouse, January 2014 – May 2014

Shaker Heights, Ohio

Marketing and Public Relations Intern

Created and edited posts for blog and social media marketing 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, Special Olympics and the United Way, coordinated toy and monetary donation requests for local non-profits, and managed community outreach initiatives in Western New York

SKILLS

- Strong written and verbal communication
- Knowledgeable in Adobe Creative Suite programs (Id, Ps, Ai)
- Proficient with Microsoft Office programs
- Experienced in event coordination
- Persuasive writing for public relations
- Savvy understanding of social media platforms and target audiences
- Acute attention to detail
- Excellent creative problem-solving skills
- Efficient while handling multiple tasks
- Active listener, useful team player

EDUCATION

John Carroll University, Class of 2014

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

OTHER EXPERIENCE

Destination Cleveland, Cleveland Travelbackers Program

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

The Carroll News, *Staff Reporter*

John Carroll Student Union, *Class Senator*

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