
LAUREN McELMEEL

communications professional

Social-media savvy PR graduate offering graphic design & website experience with a keen interest in telling stories that change the world

CONTACT

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SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office
- Photography
- Hootsuite
- HTML
- CMSs
- Social Media
- Blogging

EDUCATION

Drake University Bachelor's of Arts in public relations & minor in graphic design. *Graduated May 2016.*

Coursework in: public relations research, public relations planning, public relations campaign strategy, public relations writing, web page design, news writing, social media strategy, etc.

London College of Fashion

Graduated April 2015.

Coursework in: event planning, public relations writing, fashion and art history, art curation, etc.

Central College Abroad - London

Graduated April 2015.

Coursework in: British history, contemporary British theatre, etc.

EXPERIENCE

Iowa House of Representatives

Legislative Assistant to Representative Ras Smith (Jan. 2017-present)

- Schedule committee meetings, constituent visits, and legislative receptions
- Write weekly newsletter columns and daily social media posts to keep constituents informed of upcoming events, legislation, etc.
- Administrative and design tasks as assigned

Iowa Democratic Party

Human Resources Assistant (June 2016-Dec. 2016)

- Assembled and maintained personnel files for Iowa Democratic Party employees to ensure organized records
- Assisted with resolving and documenting HR incidents
- Designed marketing collateral and internal documents as assigned
- Processed check requests, organized wire transfers, and other administrative tasks as assigned

Iowa House of Representatives - Democratic Caucus

Communications Intern (Jan. 2016-April 2016)

- Managed Iowa House Democrats social media to drive traffic and inform constituents of Iowa House news
- Photographed representatives and constituents and catalogued official images to be used in collateral material
- Designed social media graphics and assembled newsletters for representatives as assigned

Preferred Hotel Group

Web Content Intern & Freelance Copywriter (May 2014-Sept. 2015)

- Supported web content team and public relations department through HTML coding, proofreading, and general upkeep for Preferred Pride brand blog
- Researched and crafted custom profiles for independent hotels worldwide

Drake University Office for Sexual Violence Response

Publications and Social Media Intern (Sept. 2014-May 2015)

- Created unique marketing collateral for OFSVR campaigns to promote awareness about sexual assault prevention, bystander action, etc.
- Brainstormed and implemented social media campaigns to educate campus community about sexual assault response resources, current events put on by the OFSVR, domestic violence, etc.

Drake Magazine

Contributing Writer (Aug. 2012-Dec. 2014) & Webmaster (May-Dec. 2014)

- Provided maintenance and upkeep for Drake Magazine's website to complement print version
- Reviewed books and researched current trends (popular desserts, Millennial perceptions, etc.)