

# Lauren M. Szkolnicki

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## WORK EXPERIENCE

### Freelance Marketer, Philadelphia, PA

August 2020 – Present

- Specialize in communication design: newsletters, email blasts, brochures, logos, flyers, posters, event signage, websites, and social media graphics
- Develop and design brand marketing and social media strategies for entrepreneurial startup companies
- Support internal communications with the creation of workflow charts and organizational charts

### Rittenhouse Women's Wellness Center, Philadelphia, PA

Director of Marketing & Communications

September 2019 – August 2020

Marketing Manager

September 2017 - September 2019

Marketing Associate

July 2017 - September 2017

- Drove creation and execution of email and text marketing campaigns including copywriting, design, segmentation and effectiveness assessments
- Published and distributed monthly newsletter including theme development, planning, gathering of content, topic research and design
- Created and analyzed internal surveys to develop new employee resources and identify concerns
- Created and analyzed customer-facing surveys to collect, understand and reshape patient experience
- Designed marketing collateral in all aspects of practice including brochures, posters, banners, website upkeep, logos and clothing
- Planned and implemented event strategy that included sponsoring and presenting at health and benefits fairs, bridal expos, and other venues in alignment with business
- Consistently developed marketing strategies around the launch of new services
- Successfully launched the Medical Cannabis branch of the practice thereby expanding practice to a second location
- Continued expansion of practice partnerships; 50% increase overall
- Strategized, created and published social media on Facebook, Instagram and Twitter
- Self-started projects include creation of practice style guide; Research, build and initiation of 'Strive FOUR-5' Yelp/Google review increase plan; Complete redesign of both company websites

### Bryn Mawr College, Bryn Mawr, PA, Assistant Volleyball Coach

June 2015-August 2016

Nifty Fifty's, Folsom, PA, Server

2016 - 2017

Glen Mills, PA, Child Care Provider

2009-2016

## INTERNSHIP EXPERIENCE

### Seniors Helping Seniors, Upper Bucks, PA, Marketing Intern

June 2015 – August 2016

- Initiated social media campaigns that gained the company's first ever ratings on Google+
- Wrote and gathered informational and entertainment blogs promoting senior issues biweekly

## EDUCATION

Kutztown University of Pennsylvania, Bachelor of Arts with Honors, Cum Laude

Kutztown, PA

Major: Communication Studies

May 2017

Minors: Public Relations, Professional Writing, Digital Communication and New Media

Dean's List: Fall 2015, Fall 2016, Fall 2017

PSAC Scholar Athlete: 2014 – 2016

Career Certificate Program – Kutztown University

Manager – Men's Volleyball Team – Kutztown University

Division II Athlete – Women's Volleyball Team – Kutztown University

## PUBLICATIONS

"Nothing with Tomato Sauce" – Designed book cover

Summer 2014

## VOLUNTEER EXPERIENCE

Angel Flight East, Zoe's House Animal Rescue, Special Olympics, Angle 34

## SKILLS

- Office applications: Mac and PC proficient, MS Word, Excel and PowerPoint, Google applications (Docs, Sheets, Drive, etc.)
- Design applications: Adobe InDesign, Illustrator, Photoshop
- Survey applications: Google Forms and Survey Monkey
- Clinical Practice applications: eClinicalWorks EHR and scheduling system
- Website and social media applications: Word Press, Joomla, Constant Contact, Hootsuite and NUVI social media analytics software
- Fine metals jewelry making, pencil, charcoal and ink drawing