

Lauren Sandelin

Upcoming PR 2.0 Pro, graduating in May 2010; seeking full-time employment at a PR agency - Chicago, United States
W: <http://www.worky.com/laurensandelin>

Professional Experience

- 2009 - Present **Public Relations Student Society of America (Miami University Chapter) - PR Director**
Coordinate on-campus promotions and utilize media outlets to increase and maintain chapter attendance. Led Fall 2009 membership drive, resulting in 120 new members and increasing overall chapter size. Manage public relations committee and effectively communicate with members to delegate responsibilities as necessary.
- Key Skills Promotions
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- 2009 - 2009 **WGN Radio - Promotions Intern**
Obtained hands-on experience in radio broadcasting and media relations through collaboration with station's programming department and communication with local media outlets and organizations within the Chicagoland area. Maintained and updated website with show podcasts and community events, while increasing station's Internet presence through the use of social networking websites (i.e. Facebook, Twitter). Interfaced with station listeners, clients, and guests on a daily basis.
- Key Skills broadcasting, internet, Networking, programming
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- 2009 - 2009 **Miami University - Teaching Assistant (COM 259, Introduction to Strategic Communication)**
Selected by professor to act as liaison between students and faculty, employing active listening skills to effectively understand and express students' concerns. Developed lesson plans and facilitated classroom discussion for breakout group of 17 undergraduate students, encouraging students to think critically about a multitude of public relations topics and apply communication theories to business environments. Provided assessment of students' writing assignments, quizzes, and exams.
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- 2007 - 2008 **PR Visions (Miami University) - Account Team Member**
Created and implemented semester-long public relations campaign for student-run record label, MIOX Records. Increased student awareness through social networking websites and on-campus publications, resulting in media coverage in the Miami Student newspaper and Miami Quarterly magazine. Organized and promoted CD release party held at local Oxford establishment to generate student interest.
- Key Skills Networking
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- 2007 - 2008 **Alpha Xi Delta Sorority (Zeta Nu Chapter) - Webmaster**
Built and maintained website for Zeta Nu Chapter of Alpha Xi Delta, increasing virtual communication between chapter members and improving alumni relations.
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- 2008 - 2008 **Schneider Electric - Strategic Communications Intern**
Assisted in the implementation of a Marketing Performance Management initiative, resulting in the creation of a Marketing roles and responsibilities communication plan. Worked with a team of 4 people and a 3rd-party vendor to develop a Six Sigma Certification program and employee communication plan. Gained familiarity with the Six Sigma DMAIC methodology.
- Key Skills Marketing, six sigma
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- 2007 - 2007 **Schneider Electric - Strategic Communications Intern**
Conducted research and delivered presentations on marketing topics, including the Six Sigma management strategy and identification of customer wants and needs to better improve customer relations. Research contributed to the creation of new marketing plans and programs to further increase overall market effectiveness and success.
- Key Skills customer relations, Marketing, six sigma, strategy

Education and Qualifications

2010 **Bachelor/Degree - Public Relations**
Miami University

2009 **Certificate - Study Abroad Program**
Bond University

Additional Information

Links

My blog/website - <http://www.laurensandelin.com>

Languages

Spanish - Working knowlege

Memberships

Public Relations Society of America (PRSA), Public Relations Student Society of America (PRSSA)

Awards

Dean's List at Miami University
