

LAUREN KESSLER

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PROFESSIONAL EXPERIENCE

Digital Intern *The Heritage Foundation, Washington D.C* January 2022 to Present

- Promote The Heritage Foundation through content creation by designing Instagram reels and posts
- Assist in data analysis by reporting on social media performance and trends
- Uploading commentaries and making minor corrections to existing web pages using the content management system.

Marketing Intern *Neff Power Inc., Chesterfield, MO* February 2021 to May 2021

- Increased organic and direct search traffic by 9% after writing category content and metadata descriptions for Neff Power's website through the determination of keywords via Google AdWords
- Published blogs and Facebook posts, category content, and metadata on the website
- Supported website development by providing consistent branding, layout, and content creation
- Increased sales and customer interaction with the brand by taking pictures and videos of products for Neff Power's internal database, YouTube channel, Facebook, blog, email campaign, and LinkedIn

Social Work Intern May 2019 to July 2019

Victim Services Unit within The City of St. Louis Circuit Attorney's Office, St. Louis, MO

- Corresponded with victims via telephone and mail regarding their questions, informed victims on the status of their case, and coordinated with the victim regarding times/dates of court appearances
- Summarized and updated case information

EDUCATION

Saint Louis University – Richard A. Chaifetz School of Business, St. Louis, MO May 2021

Bachelor of Science in Marketing, Major GPA: 3.89/4.0

LEADERSHIP

Director of Marketing *The Clock Tower Courier, Saint Louis University* December 2020 to May 2021

- Created content for Instagram, Twitter, and Facebook, increasing the number of followers from 0 to 137
- Designed and ordered promotional items to increase brand awareness

Vice President *College Republicans, Saint Louis University* March 2020 to May 2021

- Coordinated events to host governors, senators, and other guest speakers
- Produced presentations for meetings and led meeting discussions

Events Coordinator *College Republicans, Saint Louis University* February 2019 to March 2020

- Created content for Instagram posts that lead to 50% increase in followers
- Organized tabling events and executed election watch parties held at Saint Louis University

ADDITIONAL PROFESSIONAL EXPERIENCE & SERVICE

Sales Associate *Barefoot Princess and Island Clothiers, Santa Rosa Beach, FL* June 2018 to August 2018

- Developed strong communication skills through excellent customer service by helping customers with questions, problems, and complaints in person and via telephone
- Collaborated in a team environment to provide customer service and shop displays

Prayer Volunteer *Friday Night Strike Community Outreach, St. Louis, MO* September 2018 to April 2019

- Ministered and prayed for community members facing homelessness and marginalization
- Distributed food, gloves, and hats to those in need

SKILLS

IBM SPSS Software, Marketo, Canva