

Lauren Leija

Communications professional with advertising agency and non-profit marketing experience.

CONTACT INFORMATION:

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WORK EXPERIENCE

COMMUNICATIONS COORDINATOR

Hemisfair (2022- Present)

- Professionally manage all social media platforms for the Hemisfair District.
- Create and maintain a social media content calendar showcasing the district's tenants, amenities, and events.
- Assist with creative strategy for all marketing components of the non-profit organization.
- Regularly create static and video content for use on social media channels.
- Curate information and design monthly email newsletters.

SOCIAL MEDIA CONTENT AND ACCOUNT MANAGER

Pioneer Utility Resources (2022)

- Professionally managed social media accounts for 20 + electric cooperatives across the country.
- Created weekly content cycles for each cooperative's social media page, which includes brainstorming topics and ideas, copywriting, and graphic design.
- Assisted with any quick-turn social media requests from an electric cooperative quick and efficiently.

CONTENT MANAGER

Media Advantage Advertising Agency (2020 - 2022)

- Professionally managed social media accounts for 40+ clients.
- Created content for clients' social media pages, which includes brainstorming topics and ideas, copywriting, photography, and graphic design.
- Provided community management for clients to help maintain a strong B2C relationship.
- Utilize different social media marketing techniques to help promote services and increase engagement for clients.

SOCIAL MEDIA ACCOUNT MANAGER

Emerald Valley Web Design (2020)

- Worked with various brands and businesses to curate content for their social media on all platforms.
- Manages social media accounts for a variety of businesses.

MARKETING INTERN

UTSA Campus Services (2019)

- Managed the social media pages for UTSA Campus Services, UTSA Parking, and The Runner. (Created posts, videos, and graphics)
- Promoted the various services through marketing tactics in the community by tabling, passing out flyers, and speaking with students.
- Worked with the UTSA Campus Communications Team on various projects and campaigns.

CAMPUS CORRESPONDENT/ EDITOR-IN-CHIEF

Her Campus UTSA (2016- 2019)

- Managed the entire organization of 20+ members while contributing articles to Her Campus online magazine.
- Edited articles and upload them to the website in a prompt manner while meeting national requirements.
- Managed all magazine social media pages and various brand deals.
- Organized multiple events throughout each semester to help encourage positivity and career growth for magazine writers and members of the UTSA student body.

KEY SKILLS

- Critical Thinking
- Patience
- Leadership
- Active Listening
- Communication
- Marketing
- Time Management
- Customer Service
- Adaptability
- Open-mindedness

EDUCATION

UNIVERSITY OF TEXAS AT SAN ANTONIO |
DECEMBER 2019

Bachelor of Arts, Major in English, Concentration in Professional Writing, Minor in Film Studies

WORK-RELATED SKILLS

Social Media Management Platforms:

- Hootsuite
- Buffer
- TweetDeck
- Sprout Social

Team Organization Tools:

- Asana
- Slack
- Monday.com

Computer Software:

- Microsoft Office
- Adobe Creative Suite

Operating Systems:

- Windows
- MacOS

Creative Media Programs:

- Adobe Premiere
- Adobe Photoshop
- Adobe Spark
- Canva

Content Creation:

- Graphic Design
- Photography
- Video Editing
- Copy Writing

Social Media Marketing:

- Community Management
- SEO
- Webpage Management
- Content Creation
- Campaign Management