

# LAUREN SURFACE

**CONTACT:**  
**501-515-3289**  
laurensurface18@gmail.com

## EDUCATION

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### University of Cincinnati - 2018 to 2022

- Double major in Psychology and Journalism
- 3.6 GPA
- Dean's List

## RELEVANT EXPERIENCE

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### Creative Writing/ Journalism Internship

#### Beach Candy Swimwear

Costa Mesa, California

May 2020 - August 2020

- Prepared press releases, blogs, and marketing with brand ambassadors.
- Conducted in-depth research for assigned articles and product development of collections and custom suits.
- Creating content to post to social media platforms, saw an increase in traffic to a website from social media.

### Content Writer for the College of Education, Criminal Justice, and Human Services at the University of Cincinnati

January 2020- September 2020

- Created content pieces to fulfill the marketing department's needs and articulate faculty research, breaking news from centers and partnerships, student stories, among other content.
- Curated content for social media channels, while assisting and maintaining a calendar of content.
- Launched market research activities using SEO tactics, to develop marketing campaigns.

### Head of Social Media Marketing for Do Re Me Therapy

September- Present

- Developed a cross-channel social media platform to engage different customer segments on Facebook, Instagram, LinkedIn, Twitter, Pinterest, and Spotify.
- Performed thorough market research and competitive analysis to understand and effectively communicate product value propositions.
- Increased Instagram following from 5 followers to 560 followers in 3 months.

## SKILLS

- Adobe Illustrator
- Adobe InDesign
- Canva Design
- Figma
- SEMrush SEO Writing Assistant
- Burning Glass
- Quantitative data use
- Social media marketing and optimization.
- Business Development

### Cofounder of Morning Sloth

- In the process of developing a company dedicated to making creative practice assessable, while promoting well-being.

