

# Lauren A. O'Donnell

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## Education

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Illinois State University, Normal, IL May 2021  
*Bachelors of Science in **Integrated Marketing Communication*** **GPA 4.0/4.0**  
▪ Honors Program, Dean's List Spring 2019-Present

Heartland Community College, Normal, IL Dec. 2018  
*Associate Degree in Arts* **GPA 4.0/4.0**  
▪ Foundation Scholarship & International Student Mentor Scholarship Recipient

**Proficiencies:** Microsoft Office, Social Media Platforms, Google Ads Search, Google Analytics, IBM Digital Analytics, Photoshop, Illustrator

## Professional Experience

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**College of Business – Illinois State University, Normal, IL**  
*Social Media Marketing Intern* Aug. 2019 - Present  
▪ Create content to increase engagement for the College of Business social media including informative video series  
▪ Proficient in social media (Facebook, Instagram, Twitter, Snapchat and LinkedIn) to effectively communicate

**Disney College Program, Orlando, FL**  
*Attractions Cast Member* Jan. - March 2020  
▪ Created a magical and positive environment for guests from around the world at the Walt Disney World® Resort  
▪ Demonstrated the four keys – safety, courtesy, show and efficiency in my role to serve 5,000 guests per day  
▪ Recognized by workplace leadership for demonstrating individualized guest service and courtesy in my role

**Business Builders Marketing, Bloomington, IL**  
*Marketing Internship Program Developer* July - Aug. 2019  
▪ Strategically compiled information to create a new hire training guide for Business Builders Marketing  
▪ Learned about marketing services including: graphic design, social media, web development and paid digital marketing

## Certifications

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- **NYU & Billboard Music Industry Essentials** | June 2020
- **Google Analytics** for Beginners | Oct. 2019
- **Google Fundamentals of Digital Marketing** | June 2020
- **YouTube Music** | June 2020
- HubSpot Academy **Social Media Strategy** | June 2020
- **Google Ads Search** | Oct. 2019

## Extracurricular Leadership

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**Professional Business Fraternity - Alpha Kappa Psi, Normal, IL**  
*Service Chair* Aug. - Dec. 2019  
▪ Organized service events with organizations in the Bloomington/Normal area for our chapter  
▪ Communicated effectively and professionally with service organizations through email and in person

*Active Member* April 2019 - Present  
▪ Started a laptop sticker business with my pledge class, proceeds exceeding \$1,000 were donated to Autism McLean  
▪ Increase diversity and cultural understanding in our chapter by serving on the Diversity Committee

**Heartland International Students Association, Normal, IL**  
*President* Aug. - Dec. 2018  
▪ Created and marketed Taste the World and developed the Big World Conference – to promote inclusion on campus  
▪ Leadership skills from working with a diverse team to develop a global mindset and cultural competence  
▪ Intercultural communication skills gained through speaking with students from different cultural backgrounds

**Business Organization - Phi Beta Lambda, Normal, IL**  
*Vice President* Aug. 2017 - Dec. 2018  
▪ 1<sup>st</sup> in Illinois for Microeconomics & Community Service Project, 8<sup>th</sup> place at Nationals for Community Service Project  
▪ Enhanced presentation and time management skills through projects and public speaking at chapter meetings