

Lauren Zeinstra

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Education

Western State Colorado University
May 2011 Cum Laude Graduate

Bachelor of Arts in Business Administration
Emphases in Marketing and Management

Experience

SlimGenics – Marketing Communications Specialist

Denver, CO Feb 2014 – Jan 2015

- Manage editorial and promotions calendars; provide analytics for promotions, email and events
- Create and edit marketing copy for print, digital, and video scripts
- Manage digital marketing initiatives: email, internal and external newsletters, community, blog
- Coordinate charitable donation drives and facilitate relationships between key partners
- Coordinate community events: Making Strides Against Breast Cancer, ACS; American Diabetes Association EXPO; Career Fairs; Etc.

Social Media Specialist

Denver, CO March 2013 – March 2014

- Create measurable and engaging content for a multitude of social media platforms
- Clients include: Barris Laser & Skin Care; Fiesta Village Fun Park; Flight of the Gibbon, Bendinelli Law Firm

Revel + Bloom – Event Coordinator

Denver, CO March 2013 – Oct. 2013

- Day-of coordinator for weddings and special events
- Create and manage timeline of event; Confirm and coordinate vendor scheduling, and manage vendor relations

MENSDEPT. – Marketing Coordinator

Denver, CO Sept 2012 – Jan 2013

- Plan and configure promotional product launches, and manage all product production
- Manage monthly advertisement and social media campaigns; design and implementation
- Manage case studies to indicate the effectiveness of the MENSDEPT. developed Marketing to Men program
- Assist in coordinating Industry Education, both at the MENSDEPT. Academy and nationally

FSB Property Management – Tenant Services Coordinator

Denver, CO Jan 2012 – Sept 2012

- Act as liaison between tenants and Property Managers to oversee 10 commercial properties
- Manage all building service requests, and coordinate with vendors to ensure timely completion
- Update the firm to new software including Workspeed and Yardi
- Design and implement marketing and PR tactics: mass communication and tenant guides
- Negotiate contracts, work within budgets to plan and coordinate quarterly tenant events

College Lifestyles – Journalist Intern

Virtual Internship Jan 2011 – May 2011

- Write articles for college-aged women on the topics of Fashion and Etiquette
- Promote articles via social networking sources
- Develop new marketing tactics for the College Lifestyles brand

Student Government Association –

Western State College, CO Aug 2010 – May 2011

Vice President of Internal Affairs

- Convene and preside over the Student Senate meetings
- Supervise and perform quarterly progress reports to evaluate the assignments of SGA members
- Organize two retreats to integrate all SGA members into the organizational structure
- Chair of the Elections, Press, Responsible Alcohol Partnership, Smoke-Free Campus, Appeals Committees

CLUE – Peer Educator

Western State College, Jan 2011 – May 2011

- Plan and promote events to encourage safe recreational activities, anti-smoking campaigns, healthy relationships, active minds, and other healthy lifestyle choices
- Coordinate travel and hospitality arrangements for six delegates to an out-of-state conference

Honors

- Phi Theta Kappa Honors Society and Scholarship Recipient; Kathleen Kregel "Outstanding Female Student" Scholarship Recipient; Dean's List; Cum Laude Graduate

Skills

- Microsoft Office Suite; Skilled in CMS (WordPress); Access; Constant Contact; ExactTarget; Mac and PC proficient; Adobe Photoshop and Illustrator; Salesforce; Basecamp; Workspeed; Yardi; Magento
- Successful event planning; Efficient communication; Demonstrated leadership; Published journalist; Strong analytical abilities; Excellent customer service; Tech savvy