

Laura Loeb

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OBJECTIVE

Since I was quite young I wanted to be Doctor Loeb - now, having achieved that milestone, I'm taking my skills to the private sector. As an academic I've learned to quickly find and absorb the most useful information in any situation (careful if you want to take me on in pub trivia), and that ability will be a strong asset for your company.

WORK EXPERIENCE

- Branch Sales & Services Representative for PNC Bank 9/2017-Present
- Creates a successful experiences for each customer and **ensures financial security** both for individuals and the bank
 - **Finds the right financial solutions for each situation**
 - Ensures that all operations are meeting security and regulatory requirements
 - Manages office organization to create a smooth experience for customers and employees
- Campaign Manager for Amy Laufer's City Council Campaign 1/2017-6/2017
- Promoted from volunteer to paid campaign manager, **oversaw all aspects of the campaign** including strategy
 - **Wrote and edited content** for the campaign including speeches, web content and press releases
 - **Coordinated events** including campaign launch, door-to-door canvassing, and fundraising
 - **Developed and enacted campaign strategy** and responded to emerging events
 - Managed social media, including Facebook, Twitter, and Instagram
- Researcher and Teaching Fellow for UCLA 9/2008-6/2016
- Executed **4 research projects** resulting in **6 publications, 12 conference presentations** and **20+ lectures**
 - Wrote funding applications for projects, resulting in **4 awards, totaling \$34,400**
 - Managed multiple databases of both quantitative and qualitative data
 - Research resulted in **new methodological approaches** to understanding modern media markets
 - Project examples: "The Celebrity Talk Show: Norms and Practices," "Politicians on Celebrity Talk Shows," and "Question Design in TV News and Sociocultural Change: The case of marriage equality in the U.S."
 - **Taught or assisted on 20 courses** on topics including: introduction to communication, mass communication, communication effects, writing, research design, introduction to sociology, and market analysis
 - Conveyed complex ideas to students at all levels through lectures and in-class activities
 - **Managed over 100 student research projects** leading to clear research presented in a persuasive manner
 - **Taught writing skills**, including editing resulting in clear communication of ideas to targeted audiences

EDUCATION

UCLA	Los Angeles, CA
Doctor of Philosophy – Sociology	2016
Masters of Arts – Sociology	2010
University of Dayton	Dayton, OH
Bachelor of Arts – Sociology, Religious Studies	2008

LEADERSHIP

- American Sociological Association, **Newsletter and Website Editor**, EMCA Section, 2012-2014
 - Built relationships with contributors, constructed, edited, and promoted quarterly newsletter
- Center for Language, Interaction and Culture, **International Conference Organizer**, 2011-2014
 - Managed initial planning, logistics, promotion, scheduling, and oversaw day-of priorities

SKILLS

- Advanced software knowledge including: office organization (**Word, Excel, PowerPoint, Outlook, Slack**), publishing and graphic design (**Swift Publisher, Adobe Creative Suite**), social media and promotions (**MailChimp, Twitter, Facebook, Instagram**) and statistical analysis (**Stata, SPSS**)