

Laurel Wright

CONTACT

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SKILLS

ASANA

ADOBE CREATIVE SUITE

WORDPRESS

SOCIAL MEDIA PLATFORMS

MAILCHIMP

GOOGLE DRIVE

SLACK

SKETCH

MAC IOS OPERATING SYSTEMS

MICROSOFT OFFICE

EDUCATION

USER EXPERIENCE DESIGN



GENERAL ASSEMBLY

FEBRUARY 2016

BACHELOR OF ARTS

COMMUNICATION



PURDUE UNIVERSITY

MAY 2008

PROFESSIONAL EXPERIENCE

PROJECT MANGER | AMERICHIP

LOS ANGELES, CA

MAY 2016 - APRIL 2017

- Coordinated user testing and data analysis for the Purina in-store product selector application
- Developed content for product information decks, price sheets and sales materials
- Collaborated with the creative and electrical engineering teams to implement project deadlines and expectations
- Managed communication with key stakeholders including advertising agencies and international vendors
- Promoted employee happiness and engagement through planning events as a part of the Americhip "Fun Committee"

EVENT MANAGER | JUNIOR LEAGUE OF LOS ANGELES / ANGELENO NIGHT 2017

LOS ANGELES, CA

MAY 2016 - MAY 2017

- Secured partnerships with major brands including ZICO Coconut Water, Tito's Handmade Vodka and Korbel Champagne
- Managed a \$70,000 (USD) production budget
- Collaborated with the JLLA Communications Committee on the event's marketing strategy and social media content
- Implemented weekly task plans for the sponsorship, silent auction, marketing and logistics teams

MARKETING COORDINATOR | THE COMMON THREAD COLLECTIVE

REMOTE

OCTOBER 2014 - APRIL 2015

- Developed the marketing plan for a crowdfunding campaign that raised \$5,700
- Wrote content for Facebook, Twitter and Instagram posts that focused on engagement with new followers and advocates of ethical fashion
- Coordinated outreach to LA area universities to recruit volunteers and interns
- Oversaw vendor relationships and sponsorship outreach for the "A Night Under the Big Top" fundraising event

NEWSLETTER/WEBSITE COORDINATOR | ALPHA CHI OMEGA - GAMMA THETA GAMMA

ALUMNAE CHAPTER

LOS ANGELES, CA

2013 - 2016

- Used Mailchimp to write content and manage layouts for monthly newsletters
- Maintained a mailing list of over 700 contacts
- Redesigned the chapter website with Squarespace
- Coordinated communication with local collegiate chapters and national headquarters

PROGRAM ADMINISTRATOR | UNIVERSITY OF TEXAS SEMESTER IN LA PROGRAM (UTLA)

LOS ANGELES, CA

2013 - 2016

- Coordinated the program onboarding process for students
- Oversaw the planning and logistics for five major events per semester
- Managed website content updates via Drupal
- Interfaced with accounting staff at UT Austin to process transactions including student billing arrangements, utility payments and the purchase of supplies