

Lauren Aurelia Irby

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OBJECTIVE:

To obtain a position that utilizes communication and public relations skills

EDUCATION:

Longwood University, Farmville, Virginia

Expected May 2012

- Bachelor of Arts
- Major in Communication Studies, concentration in Organizational Communication and Public Relations
- Minor in Psychology
- Cumulative GPA: 3.1, Fall 2011 GPA: 3.6 (4.0 Scale)

Central Virginia Community College, Lynchburg, Virginia

May 2007

- Associates Degrees in Liberal Arts, Education, and General Studies
- Graduated Cum Laude with honors

WORK EXPERIENCE:

Longwood University: Office of Diversity & Inclusion

2011 - Present

Advertising and Marketing Specialist

- Independently develop marketing materials for programs, services, and activities sponsored by the Office of Diversity & Inclusion
- Develop methods to incorporate social media into programming efforts
- Represent the Office of Diversity & Inclusion through professional attire and action
- Adapt to changing work environments and conduct meetings with university administrators

COURSEWORK EXPERIENCE:

Team Manager, Blue Ridge Communication Consultants

Longwood University, Fall 2011

- Conducted an internal communication audit of client for class project
- Served as Client Liaison for the team and negotiated confidentiality agreement with client representative
- Ensured deadlines were met, organized schedules of clients and team members, and recorded minutes
- Gathered data through nine client interviews and released a survey that received an 88% response rate
- Analyzed data to determine organizational strengths, weaknesses and opportunities for improvement
- Compiled and presented an official audit report to the client

Panhellenic Delegate, Alpha Sigma Tau, Zeta Tau Chapter

Longwood University, Fall 2010-11

- Served as an ambassador between the sorority's executive board and Longwood University's College Panhellenic Council and voted on behalf of Alpha Sigma Tau on campus issues
- Maintained relationships with twenty-one social Greek organizations and presented College Panhellenic Council news during chapter meetings
- Utilized an outgoing, energetic, and enthusiastic attitude along with excellent presentation skills to present philanthropy events to Panhellenic council to solicit support and motivate chapter members

-ADDITIONAL REFERENCES AVAILABLE UPON REQUEST-