

# Lauren Pires



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(647) 928-0589

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## Objective

To obtain an internship or entry-level position in the field of beauty public relations, allowing me to contribute positively towards the organization's goals

## Education

**University of Guelph-Humber**

**2008 – 2012**

*University of Guelph*

Honours Bachelor of Applied Arts in Media Studies

*Humber Institute of Technology and Advanced Learning*

Diploma in Public Relations

## Online Presence

- [visualcv.com/plpbk40](http://visualcv.com/plpbk40)
- [linkedin.com/pub/lauren-pires/2b/a90/332](http://linkedin.com/pub/lauren-pires/2b/a90/332)
- [@so\\_lauren](http://@so_lauren)
- [about.me/laurenpires](http://about.me/laurenpires)

## Experience

**Freelance Copywriter**

**kaia naturals inc.**

**September 2011 – present**

[www.kaianaturals.com](http://www.kaianaturals.com)

- Write and edit press releases, website copy, other materials as needed

**Public Relations Assistant**

**DivaGirl Fitness**

**January – April 2012**

[www.divagirl-inc.com](http://www.divagirl-inc.com)

- Pitched La Tease 2012 event and followed up with media; traditional journalists, bloggers
- Wrote and edited La Tease 2012 press release according to Canadian Press style
- Assisted as brand representative at La Tease 2012 and DivaGirl Conference 2012 events, informing patrons about DivaGirl Fitness and selling merchandise

**Social Media/PR Intern**  
**kaia naturals inc.**

**May – September 2011**

- Pitched to and followed up with media; traditional journalists, bloggers
- Wrote and edited press releases, website copy, award nominations, etc
- Maintained social media presence (Facebook, Twitter, YouTube, etc)
- Managed and updated media lists, press coverage databases
- Assembled and distributed press and promotional materials

**Fundraising Intern**  
**Orchestra Toronto**

**October – December 2010**

[www.orchestratoronto.ca](http://www.orchestratoronto.ca)

- Assisted in managing orders for fundraising campaign
- Sourced and distributed gift bags
- Scheduled volunteers into tasks

**Peer Leader**  
**Region of Peel**

**August 2006 – August 2007**

- Organized community events and campaigns
- Designed workshops and facilitated to peers
- Attended training sessions on leadership and tobacco issues

## **Skills**

- Exceptional written and oral communication skills, comfortable with casual/web and professional writing styles
- Highly developed interpersonal skills
- Excellent attention to detail
- Proficiency in Microsoft Office
- Well-versed in social media; Facebook, Twitter, Tumblr, etc

## **Honours and Awards**

Nominated for CPRS/CNW Group Student Award of Excellence 2012

- Press portfolio available upon request -