



LAUDEN BAKER

Marketing & P.R.

CONTACT INFORMATION

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 @laudenj

www.laudenbaker.weebly.com

EDUCATION

2016 Missouri Southern State University
Bachelor of Arts, Major in Public Relations
Minor in Mass Communication
Graduated with Honors in 3.5 years

2013 College Heights Christian School
Honors student and Student Council president

EXPERIENCE

JOPLIN FAMILY YMCA • Marketing & Events Specialist

February 2017 - Present

MARKETING

- Develop marketing timeline for organizational promotions, programs, and events
- Allocate trade dollars for publications, billboard, radio, and television
- Design marketing materials to engage community involvement and brand expansion
- Maintain website and social media accounts and analytics
- Appear as guest host on local television program to promote YMCA events monthly
- Engage members and community with weekly emails and monthly newsletters
- Write and produce organization's press releases and maintain press relations
- Attend community expos, health fairs, and shows
- Develop all internal and external marketing and multimedia content
- Provide thorough, cause-driven facility tours

EVENTS

- Develop event timelines and strategies to obtain event objectives
- Manage all aspects of event including: budget, planning, staffing, and set-up
- Recruit, communicate with, and educate volunteers
- Brainstorm innovative, creative, and fresh concepts to maximize goal achievement
- Communicate with sponsors and donors to ensure satisfactory results
- Work with diverse target demographics to provide unique event experiences

ADMINISTRATIVE

- Provide personal assistance, proofreading, and scheduling for CEO
- Utilize Microsoft Office applications for internal and Board communication
- Prepare and organize Board packets, minutes, and meeting items
- Answer phones and assist with member issues

MIDWEST REGIONAL BALLET • Public Relations Coordinator

February 2015 - September 2017

- Utilize social media to promote and grow company awareness
- Design marketing materials to engage community involvement and brand expansion
- Produce and film video packages to encourage participation for upcoming events
- Coordinate special events for donors, stakeholders, and patrons alike

SKILLS

- Interpersonal Communication
- Time Management
- Writing
- Energetic and Personable
- Photography and Editing
- Graphic Design
- Familiarity with Social Media Platforms
- Videography and Editing
- Public Speaking
- Self-motivated
- Eagerness to Learn
- Goal-oriented Team Player
- Leadership
- Attention to Detail
- Adobe Photoshop & Microsoft Publisher

References

Lori Jones Talent Recruiter (Former YMCA Supervisor) (417)-396-1373	Kaye Lewis Owner of Midwest Regional Ballet (417)-439-9549	Kristen Livingston Professor of Communication (620)-330-7607
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