




LAUREN M. REICH

CONTACT

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 laurenmreich.com

SKILLS

➤ TECHNICAL

- PCs and Macs
- Microsoft Excel, Word, PowerPoint, Outlook, Access
- Keynote, Pages, Numbers
- Adobe Acrobat
- Final Cut Pro
- Photoshop
- InDesign
- Illustrator
- HTML
- Google Docs, Sheets
- Google Analytics
- Wordpress

EDUCATION

MASTER OF SCIENCE COMMUNICATIONS

S.I. Newhouse School of Public
Communications, Syracuse University
Syracuse, NY
2016 – 2017

BACHELOR OF SCIENCE COMMUNICATIONS

St. John's University | Jamaica, NY
2008 – 2012

PROFESSIONAL SUMMARY

Seasoned communications professional with a proven track record of successfully managing, developing, and executing marketing and digital media campaigns; project and brand management, social and digital media management, email marketing, copywriting, copyediting, and search engine optimization; possesses exceptional writing skills and meticulous attention to detail

PROFESSIONAL EXPERIENCE

SENIOR INTEGRATED MARKETING ANALYST

The Nicotra Group | Staten Island, NY | 2015 – Present

- Develop innovative, customer-focused, marketing, advertising, and public relations campaigns for all company properties and ventures; conceptualize and write marketing copy, press releases, pitch letters, social media posts, email copy, and advertising copy
- Manages a team of five and oversees the hiring and supervision of interns
- Responsible for maintaining brand integrity and consistency across all internal and external marketing and communication channels by ensuring company values and design rules are followed
- Project manages the creation of all print and digital marketing assets for campaigns, creates project timelines to ensure timely delivery of all projects and deliverables including: all visual assets from graphic designers and email blast designs from a contractor.
- Increased brand awareness by 45% through search engine optimization tactics which included: strategic key word placement within compelling copy, maximizing opportunities for indexing, ranking, click-through, and conversion
- Pioneered a redesign of all (7) company Wordpress websites and (17) social media pages which resulted in increased public engagement (60%) and sales (34%) through the use of email marketing and social media campaigns driving customers to the website; manages and updates all current websites and social media pages

MARKETING & PUBLIC RELATIONS COORDINATOR

The Nicotra Group | Staten Island, NY | 2012 – 2015

- Created and executed an email marketing campaign that increased subscribers by 75% and doubled sales by employing the use of contests, personalization, subject line and timing optimization, and content copywriting
- Coordinated the conception, creation, and promotion of new business development resulting in successful opening launches for a wedding venue, a restaurant, and corporate office buildings

MARKETING & PUBLIC RELATIONS ASSOCIATE

The Nicotra Group | Staten Island, NY | 2009 – 2012

- Served as the point of communication for the press, advertisers, vendors, clients, and the public, assisting with any issues, questions, and providing information on a daily basis