

# Lauren A. Fiedler

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## Education

**Ball State University**, Muncie, Ind. 47303

Fall 2004 - Spring 2008

BA, Advertising  
Minor: Marketing  
Minor: Sociology

**American Advertising Federation**

Fall 2006-Spring 2008

Ball State University; Muncie, In.

- Work to accomplish the assigned companies goal
- Researched companies, media options, past promotions, and competitors
- Participated in the media group who decides on what media to use to best suit the campaign
- Interacted with the creative group to brainstorm the actual design of promotional materials

## Work Experience

**Career Center Coordinator (internship)**

American Marketing Association; Chicago, IL

October 2008 - April 2009

- Pull back end reports for job board
- Created and implemented marketing plan for the AMA Job Board
- Schedule ad placements in print and internet mediums
- Prospect for new employers and seekers for job board
- Use subscriber mail to send out mass e-mails
- Redesigned and manage Career Center Newsletter
- Create Career Center handouts for AMA events/conferences

**Public Relations Specialist**

Scotty's Brewhouse; Muncie, In.

October 2007 - Present

- Introduced and manage a monthly newsletter
- Manage internet advertisements on a variety of different sites
- Write press releases; published work
- Help with customer communications
- Assist in store redesigns

**Design and Organizational Intern**

Indiana Ice; Indianapolis, In.

May 2007 - August 2007

- Redesigned kids club newsletter, t-shirts, & birthday cards
- Created promotional materials
- Created ads to be displayed to team sponsors at the Indianapolis 500
- Organized hockey camps
- Participated in community promotional events; "Play Hockey" program

**Design and Publishing Intern**

College of American Pathologists; Northfield, Ill.

May 2006 - December 2006

- Designed house ads for CAP Today, their monthly magazine
- Published house ads that led to a 50% increase in visitation to the website
- Critiqued past ads that had been created for the company
- Created a brochure for a vendors' breakfast
- Coordinated subscription requests
- Edited documents for publications and various companies
- Organized information for advertising representatives

**Fashion Representative**

Delia's; Chesterfield, Mo.

May 2001 - July 2005

- Provided one-on-one customer service
- Coordinated stocking the store with product
- Contributed in redesigning the layout of the store; floorsets
- Increased the sale of clothing to customers while handling cash register and phone

## Special Skills

Knowledge of AP Style

Worked with Adobe PhotoShop CS

Worked with SubscriberMail

Knowledge of research methods

Worked with Adobe InDesign CS2

Worked with SharePoint

Proficient in Microsoft Word

Worked with Lexis-Nexis

Proficient in Microsoft Excel

Worked with Dreamweaver

## Activities

**Chicago Suburbanland Dachshund Lovers**, Chicago, IL

July 2008 - Present

Volunteer advertising and public relation services  
Help promote and volunteer at events

**Alpha Phi Sorority**, Ball State University

10 hrs. of community service each semester  
Participated in charity events

**Total Circulation '06**, Chicago

June 2006

Representative of the College of American Pathologists

**Member of the American Marketing Association**

October 2008 - Present