

LAUREN SAUNDERS

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EDUCATION

Texas A&M University – Bachelor of Arts (B.A.) in Communication – Strategic Communication

College Station, Texas

- Summa Cum Laude Graduate of Communication Honors Program
- Relevant Coursework:

Strategic Communication Case Studies: Application of strategic communication skills, including research, media writing, visual media, and public speaking, as they relate to the goals and objectives of an organization.

Strategic Communication Tactics: Analysis and development of skills, including writing for new media, researching, planning, integrating, and evaluating traditional and contemporary media tactics.

University of Siena – Communication Studies – Education Abroad Semester Program

Siena, Italy

- Furthered educational pursuits through international communication and media courses.
- Fulfilled a personal love of travel by exploring cultures across multiple cities and countries throughout Europe

EXPERIENCE

Strategic Communication Account Executive – Traditions Consulting Group

College Station, Texas

September 2023 – November 2023

- Managed a team of five individuals, ensuring each member fulfilled their designated responsibilities and contributed effectively to the development of the client's campaign.
- Functioned as the primary point of contact between our team and the client, fostering solid relationships and transparent communication.
- Utilized informed decision-making to facilitate the creation of strategic messaging and overall brand strategy.
- Established the fundamental marketing and public relations framework to meet the client's needs.
- Engaged in a collaborative effort to implement and refine a diverse range of communication materials including flyers, social media posts, a media list, a press release, and a featured article within the provided budget.

Strategic Communication Specialist Intern – League City Communication & Community Engagement

League City, Texas

May 2023 – August 2023

- Assisted the Director of Communications and the Senior Communications Manager in the planning and execution of city-wide communication endeavors, contributing to the development of effective communication strategies for multiple campaigns and events.
- Collaborated on written and multimedia content for both print and digital materials produced via the City's website and private publication.
- Attended weekly editorial meetings to review performance analytics for strategy improvement.

Retail Sales Associate – Sabi Boutique

College Station, Texas

December 2020 – January 2023, August 2023 – December 2023

- Improved consumer relations through high-quality service, outgoing engagement, and excellent verbal communication while maintaining brand standards.
- Utilized in-depth knowledge of products and established client relationships to anticipate needs by providing tailored recommendations to maximize sales opportunities.
- Organized and prioritized the daily needs of customers, store associates, and boutique owners, as necessary.

SKILLS

Detail-Oriented
Time Management

Organization
Problem-Solving

Results-Driven
Interpersonal Skills