

LUCIA LAWSON

www.linkedin.com/in/LuciaLawson | 555-555-5555 | Lol123@nau.edu

SKILLS

- Event coordination/planned and execution of in-person and virtual events for the College of Business with up to 140+ companies and 600+ students
- Liaison for company recruiters, students, and the university for events and on campus interviews
- Client focused with strong customer service and communication skills
- Strong ability to adapt to and quickly learn company specific systems and procedures
- Use of Handshake Event Platform, Trello, Zoom, Microsoft Office Suite, including Excel, and multiple social media platforms
- Strong organization, time-management, attention to detail, and critical thinking
- Created and managed marketing campaigns and tracked data analytics for social media platforms for multiple companies
- Contract understanding and negotiation

EVENT EXPERIENCE

Christian Challenge

December 2021 – Present

Campus Missionary Intern

Flagstaff, AZ

- Organize, plan, and market multiple weekly social outreach events to foster community connection and increase membership
- Collaborate with missionaries and administration to ensure successful weekly gatherings
- Manage social media outlets through content creation and analytic tracking

W. A. Franke College of Business Career Development Office (CDO)

August 2019 – December 2021

Office/Event Planning Supervisor

Flagstaff, AZ

- Collaborated with the Program Director to plan, organize, and lead all details of the College of Business bi-annual in-person Career Fair with 140 companies and over 700 students in attendance
- Pivoted and adapted operations to plan, execute, and lead Northern Arizona University's virtual career fairs
- Created materials, virtually trained, and led six team members on all operations of an in-person and virtual career fair including functionality, marketing, troubleshooting, and more
- Managed floor plans, payments, marketing, and relayed any event discrepancies to Program Director
- Assisted in the marketing and promotion of over 250 virtual employer events between 2020 and 2021
- Created marketing campaigns and tracked analytics using Facebook, Instagram, LinkedIn, and Pinterest
- Promoted CDO services on Facebook, Instagram, and Pinterest with more than 1,800 followers

Scarritt Group

November 2020 – January 2021

Remote Researching Event Intern

Tucson, AZ

- Researched and compiled list of 200+ organizations for the purpose of recruiting potential clients
- Quickly learned to navigate the company's unique virtual meeting platform
- Shadowed executives to gain an understanding of selling and networking skills

WORK EXPERIENCE

Travis Custom Homes

July 2021 – Present

Social Media Manager

Phoenix, AZ

- Successfully leads and executes campaigns on social media platforms including Instagram (1,500 followers), Facebook (547 followers), and Pinterest (4k monthly viewers)
- Implement marketing and promotional tactics resulting in a 12% increase in followers within six months
- Monitor online presence of company's brand and engage with users, strengthening customer relationships

Realty Executives of Flagstaff

September 2020 – Present

Marketing Coordinator

Flagstaff, AZ

- Works autonomously to effectively run Facebook and Instagram with more than 1,300 followers in total
- Utilize social media platforms to promote community involvement and market active listings

EDUCATION/AWARDS

Northern Arizona University

Flagstaff, AZ

Bachelor of Science: Hotel and Restaurant Management

May 2022

- Minor: Business
- Certificates: Hospitality Event Management, Restaurant Management

GPA: 4.0

