



Lauren Buskirk

Designer Writer Planner Communicator

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Education:

B.A. – Michigan State University, East Lansing (May 2011)

Major: Creative Advertising

Specialization: Public Relations

License: New Media Driver's License, Dept. of Advertising, PR, and Retailing

GPA: 3.8/4.0

Experience:

Creative Writing Intern, HoMedics, Inc., Novi, MI

August 2010 – Present

Develop and write entries, surveys and contests for the HoMedics Stay Relaxed blog to help engage customers in communicating with the HoMedics brand

Compose conversational, creative copy for the HoMedics Web site

Substitute Teacher, PESG, Ingham ISD, Mason, MI

September 2010 – Present

Instruct English, language arts, math, social studies, and science lessons to students

Plan and instruct my own art lessons for the children

Help answer questions, keep students on task, and maintain a positive classroom environment

Serve as a leader while gaining students' respect

Student Aid, Dept. Animal Science, MSU, East Lansing, MI

September 2007 – Present

Responsible for maintaining order and organization of the AI Pearson Reading Room

Event Production Staff, Meridian Entertainment, Holt, MI

May 2010 - September 2010

Wrote press releases, ad copy, and radio copy

Assisted in all aspects of event planning and production

Coordinated communication between artists and the media by setting up radio and phone interviews

Helped with office tasks; such as filing, mailing, responding to E-mails, and answering phones

Children's Camp Head Coordinator, Country Club of Lansing

June 2010 – August 2010

Planned, coordinated, developed, and led all daily activities for the campers

Engaged in games, crafts, swimming, tennis lessons, and golf lessons with the children

Served as the main contact for parents and other Country Club members seeking information about Kids' Camp

Office Assistant, MCA/MBIC, Okemos, MI

May 2007 – May 2010

Assisted with the process of creating, editing, assembling, and mailing of the Michigan Cattlemen magazine

Designed and created brochures and programs for state conventions

Completed an array of office tasks; such as filing, mailing, organizing, and data entry

Web Assistant, Dept. of Animal Science, MSU, East Lansing, MI

May 2009 – September 2009

Created, edited, and uploaded content onto the MSU Beef Team Web site

Made templates, html pages, and PDF documents for the Web site

Relevant Course Work:

Advertising Creative Advertising Marketing
Public Relations Integrated Campaigns Media Writing
Consumer Behavior Copy Writing Marketing
Creative Media Retailing Psychology
Color & Design Communication Economics

Additional Skills:

Experienced in using Microsoft Office, Adobe Illustrator, Photoshop, and InDesign

Writing: press releases, advertising copy, radio and television advertisements, promotional material and web site content

Designing: layouts, brochures, publications, marketing materials, interactive advertising pieces, and logos

Event Production: communicating with press and coordinating interviews

Awards/Honors:

Lansing Ad Club Scholarship, 2010
John and Martha Aldinger Scholarship, 2010
John and Martha Aldinger Scholarship, 2009
MSU Dean's List, Each semester Fall '07 - Fall '10
MHS Yearbook Staff, Editor 2006-07
MHS Yearbook Staff, Staff Writer 2005-06
Outstanding Student Award (Yearbook), 2006 & 2007
Virginia Elliott Scholarship, 2007
Art Club, Treasurer 2005-07
National Honor Society, Member 2005-07
Academic Letter, 2006
Student of the Month Award, Kiwanis Club of Mason, 2005

