

Lauren D'Alessandro

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RELEVANT EMPLOYMENT

Lauren Rose Productions

Consultant & Photographer | September 2010 - Present

- Provide consulting services, Wordpress training, and Wordpress theme development for clients
- Creatively photograph clients as the assignment dictates; perform re-sizing and post-processing in Photoshop
- Manage content updates to www.mmaglobal.com and www.iab.com with Drupal and Wordpress, create email blasts using Exact Target and Informz, and design graphics for web and email as needed
- Designed the program and assisted at a charity event hosted by Demi Moore and provided support for Facebook, gems-girls.org, and Salesforce for Girls Educational and Mentoring Services (GEMS), a non-profit located in New York City

The You Are Project

Founder/Web Manager | June 2011 - August 2013

- Designed and programmed www.theyouareproject.com
- Recruited and managed a team of eight staff writers
- Conceptualized, photographed, and wrote content for blog posts
- Managed web updates with Wordpress
- Used social media (Facebook, Twitter, Pinterest) to spread our message and build community
- Compiled, edited, and designed print magazine in Adobe InDesign
- Designed and deployed broadcast emails using MailChimp

May Media Group

Web Specialist | August 2011 – February 2012 | Voorhees, NJ

- Used Adobe Photoshop to create/edit graphics for www.kiwimagonline.com and www.greenmomsmeet.com
- Worked with Adobe Photoshop, InDesign, Dreamweaver, FTP client, and Wordpress to manage web updates
- Designed and deployed broadcast emails using Infusionsoft
- Managed customer service for www.greenmomsmeet.com

Ruotolo, Spewak, and Company

Intern | January – April 2011 | Mt. Laurel, NJ

- Processed tax returns and performed office administration duties
- Performed accounting and data entry tasks on QuickBooks
- Helped with consulting projects, including writing a business plan for a home heating oil and fuel delivery company

Morgan Stanley Smith Barney

Intern | September 2010 - January 2011 | Mt. Laurel, NJ

- Worked directly for a financial advisor
- Used cold calling method to locate potential clients
- Completed client mailings with mailing lists of over 300+ names

EDUCATION

Rowan University, Glassboro, NJ

Bachelor of Science, Entrepreneurship | May 2011

GPA 3.8, Magna Cum Laude

William G. Rohrer Scholar

Beta Gamma Sigma Member

Burlington County College, Pemberton, NJ

Associate of Science, Business | May 2008

GPA 3.65, Dean's List

Phi Theta Kappa Member

AWARDS & RECOGNITION

Business Plan Competition

Rowan University | March 2010

- Awarded 3rd place in 50-team competition to write and orally present a feasibility analysis and business plan

Elevator Pitch Contest

Rowan University | September 2009 and 2010

- Awarded 4th place (2009) and 2nd place (2010) out of approximately 60 students in a competition to pitch business proposals

CEO National Elevator Pitch Competition

November 2009 and October 2010

- Competitively selected twice from pool of 200 students to present written pitch submission at Collegiate Entrepreneurship Organization Conference in Chicago

SKILLS

Computer: Adobe Photoshop, Illustrator, InDesign, and Dreamweaver, HTML, CSS, PHP, WordPress theme development, Responsive Design, Drupal, Atlas, PHP MyAdmin, Microsoft Office Suite, QuickBooks, Infusionsoft, Mail Chimp, Informz, Exact Target, Salesforce, Filezilla

Other: Consulting, Content Development & Management, Wordpress Training, Business Plans, Financial Projections, Market Research, Data Analysis, Public Speaking, Customer Service, Social Media, Photography, Photo Retouching