



Meredith Lawrence

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EDUCATION

Georgia College & State University

- Bachelor of Arts in Mass Communication 2019
- GPA: 3.59

PROFESSIONAL SKILLS

- Adobe Suite
- AP ENPS
- Asana
- Campaign Monitor
- Canva
- Edius 8
- Event Planning
- Google Suite
- Jira
- Loomly
- Microsoft Office
- Proficient with AP style
- Public Speaking
- Social Media Platforms
- Sony A6300
- ZOOM

HONORS

- President's List
- Dean's List
- Member of Lambda Pi Eta
- HOPE Scholarship Recipient

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*References available upon request

RELATED EXPERIENCE

Marketing Specialist

Primero Games | May 2021-Present
Duluth, GA

- Create marketing campaigns with over 40% open rate and high click rates.
- Design graphics, flyers, and promotional products for trade shows, digital marketing, and B2B marketing using primarily Adobe Suite & Canva
- Manage all social media on Facebook, Instagram, Youtube, LinkedIn, and TikTok
- Create content such as graphics, infographics, blogs, and interactive posts for social media platforms
- Plan and coordinate all trade show events including travel, food, marketing materials, booth setup, and freight.

Boutique Owner

Boutique By Mae | August 2021 - Present

- Founded & launched an online boutique targeted to women 18-40 years old
- Created and manage the Shopify website for all orders
- Manage all aspects of the company including marketing, shipping, inventory, and sales
- Manage all social media accounts including Instagram, Facebook, and Tiktok
- Create marketing campaigns for product launches
- Purchase all inventory through wholesale vendors

Marketing & Business Development Director

My Nurse Family | Sept. 2019 - April 2021
Arlington, TX

- Rebranded the national franchise Nurse Next Door to My Nurse Family by creating and launching a new website, marketing content, and social media
- Managed all social media on Facebook, Instagram, Twitter, YouTube, LinkedIn, Constant Contact and increased reach over 100% by creating videos, infographics, and graphics.
- Managed Wordpress website to increase SEO and used CSS coding
- Wrote monthly blogs of at least 1500 words for the website
- Booked consultations and converted clients weekly to increase sales and revenue by 90k/month during peak season
- Planned monthly networking events and community outreach events to increase brand awareness for a target audience of women age 35+ and build B2B relationships
- Managed a marketing team and hosted weekly marketing meetings to discuss goals, sales, and future projections
- Spoke at Chamber of Commerce at weekly and monthly events

Intern 13WMAZ

13WMAZ | May 2019 - Aug. 2019
Macon, GA

- Produced the 10 p.m. show and helped produce the 5, 6 and 11 p.m. shows daily for various target audiences by creating rundowns on AP ENPS
- Choose local and national content for the shows
- Edit packages on Edius 8 for shows
- Write scripts for packages, VOs, VOSOTs, etc.