

Lauren C. Dancer

Email: lcd120@psu.edu
Cell Phone: (215) 813-4075

Local Address:

419 E. Beaver Ave., Apt. 505
State College, PA 16802

Permanent Address:

249 Hawthorne Circle
North Wales, PA 19454

OBJECTIVE: To apply my skills and experiences toward an entry-level Account Management position in advertising.

EDUCATION: **PENN STATE UNIVERSITY**
UNIVERSITY PARK, PENNSYLVANIA
B.A. in Advertising, Expected Graduation: May 2008
Minor in Business and International Studies
Major GPA: 3.53, GPA: 3.49, Dean's List: Spring 2005- Fall 2006

UNIVERSITAT DE AUTONOMA DE BARCELONA
BARECELONA, SPAIN

COMMUNICATIONS

EXPERIENCE: **MANAYUNK DEVELOPMENT CORPORATION** May 2007 - Aug. 2007
Marketing Communications Intern Philadelphia, PA

- Planned, promoted and implemented new monthly events for Manayunk retailers/restaurants.
- Coordinated sponsors and artists for Annual Arts Festival. Improved consumer attendance by 50,000 people. Increased sponsor participation and funding.
- Created mailers to be distributed to area businesses and consumers.
- Maintained company website.

THE COMMUNICATION SOLUTIONS GROUP, INC. May 2006 - Aug. 2006
Public Relations Intern Jenkintown, PA

- Wrote press releases that appeared in several area publications.
- Created effective advertising concepts that were approved by clients and published.
- Developed media lists for potential story pitches.

PENN STATE HOMECOMING Jan. 2006 - Dec. 2006
Public Relations Chairperson University Park, PA

- Wrote press releases to publicize Homecoming Events, which appeared on PSU newswire.
- Increased King/Queen nominations from a goal of 70 to 150 nominations.
- Worked with local and campus businesses to promote Homecoming.

PENN STATE DANCE MARATHON COMMUNICATIONS COMMITTEE Sept. 2004 - Feb. 2006
Faculty Relations Chairperson University Park, PA

- Planned, managed and promoted Faculty Luncheon to publicize THON.
- Worked with committee to distribute information regarding THON and the Faculty Luncheon.

LEADERSHIP

EXPERIENCE: **KAPPA DELTA SORORITY, INC.** Dec. 2005 - Dec. 2006
President University Park, PA

- Recipient of Penn State Student Leadership Scholarship for 2006-2007.
- Lead an eight-member executive council and conducted an 85-member weekly meeting.
- Executed various reports including: bi-monthly progress summaries, academic report forms to campus administration and national headquarters, contracts and risk management.
- Represented organization in nation-wide meetings, task force committees and conferences.

SKILLS: Proficient in Microsoft Word, Excel, PowerPoint and Photoshop.
Extensively trained in leadership.

OTHER WORK

EXPERIENCE: Houlihan's Restaurant / Server May 2006 - Aug. 2006
Borough of Lansdale / Lifeguard June 2002 - Aug. 2005