

Lauren Fitzgerald

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EDUCATION

UNIVERSITY OF GEORGIA

Bachelor of Arts in Advertising, Certificate in New Media

Bachelor of Arts in Asian Languages and Literature – Japanese Emphasis

Involvement: Phi Beta Kappa Honors Scholar, WUOG Radio (Publications Committee), UGA HEROs (Social Media Committee)

Athens, GA

May 2025

WORK EXPERIENCE

Get Engaged Media

Digital Marketing Intern

Atlanta, GA

Sep 2025 – Present

- Driving social media engagement for Airbnb, Real Techniques, & Byoma by leveraging community management strategies

The Coca-Cola Company

Marketing Operations Intern

Atlanta, GA

Jun 2024 – Sep 2024

- Led the creation and UX/UI design of the news page for an internal corporate communications application
- Crafted an internal ad campaign promoting the application's global launch and adoption in coordination with an external agency
- Edited, wrote, and managed copy for website content, user experience design, emails, videos, experiential events, and merchandise
- Configured workflows and product tours into an AI chatbot (Intercom) to streamline communication across global operating units

The Red & Black Newspaper

Creative Services Manager

Athens, GA

Feb 2024 – Aug 2024

- Created newspaper ads for print, digital, and social media using Adobe InDesign and Photoshop
- Wrote concise, impactful slogans tailored to various ad formats and sizes

Gen.G Esports

Marketing Intern

Seoul, South Korea

May 2023 – Aug 2023

- Developed marketing and project management curriculums for Esports education courses in Saudi Arabia
- Designed and proofread presentation decks for internal communications between Korean and Chinese headquarters
- Produced and edited a promotional video for Gen.G internship programs

Talking Dog Agency

Art Director, Digital Media Specialist

Athens, GA

Jun 2023 – May 2025

- Built presentation decks and creative concepts for BBDO's The Home Depot campaign
- Delivered a LinkedIn content calendar and social media assets for the UGA Bioexpression and Fermentation Facility

Curleytail Design

Freelance Graphic Designer, Video Editor

Palm Coast, FL

Oct 2024 – Sep 2025

- Produced graphic design and video projects using Adobe Creative Cloud

PROJECTS

Apple Intelligence Shopping Assistant (Concept)

Dec 2024

Product Manager

- Developed a Figma prototype, keynote video, PR/FAQ, and website showcasing an AI integration for shopping apps

RaceTrac Campaign

Dec 2024

Creative Team

- Performed in-depth research, strategy, creative executions, and media planning for a RaceTrac advertising campaign through Luckie

Girl Scout Gold Award

Dec 2019

Volunteer Project Lead

- Produced a video catalogue and ad campaign for the Dunwoody Preservation Trust, which increased awareness of Dunwoody's historic properties

ADDITIONAL

Technical Skills: Adobe Photoshop, Lightroom, InDesign, After Effects, Premiere Pro, Autodesk Maya, WordPress, Figma, HTML, CSS, UX, UI, Intercom, PowerPoint, Excel, Outlook, Workfront, MacOS, Google Suite, Instagram, Facebook, TikTok, Twitter, X, and LinkedIn

Certificates: Creating Inclusive Content – LinkedIn Learning, Twitter Ads Manager Fundamentals Badge, Google Ad Search