

# Lauren Fitzgerald

Atlanta, GA | (404) 901-0501 | [lfitzgerald2003@gmail.com](mailto:lfitzgerald2003@gmail.com) | [FitzgeraldLauren.com](http://FitzgeraldLauren.com)

---

I recently graduated from the University of Georgia with a BA in Advertising, a certificate in New Media, and three years of professional marketing experience at industry leaders such as The Coca-Cola Company.

Given my extensive background in marketing operations and communications at global companies, I am confident that I would make a valuable contribution to your team:

- In Seoul, South Korea, I worked as a Marketing Intern for Gen.G Esports. I developed curricula for online marketing courses in Saudi Arabia and managed internal communications between Korean and Chinese headquarters.
- As a Marketing Operations Intern at The Coca-Cola Company in Atlanta, I led the creation and UI/UX design of an internal application. I revised user guides and configured chatbot workflows to streamline the application's global onboarding process.

I have worked in marketing at companies as well as agencies, which gives me a well-rounded perspective on project management within different work environments:

- I presented campaigns to major clients (The Home Depot and RaceTrac) at the Talking Dog agency.
- I wrote engaging copy for multiple brands simultaneously at Get Engaged Media, consistently embodying each client's unique brand voice and guidelines.
- I managed projects through Adobe Workfront at The Coca-Cola Company.
- I led a team in developing an innovative AI product for UGA's New Media Certificate program.

Please see my portfolio website for more examples of my work: <https://www.fitzgeraldlauren.com/>

Thank you for your time and consideration,

*Lauren Fitzgerald*

# Lauren Fitzgerald

Atlanta, GA | (404) 901-0501 | [lfitzgerald2003@gmail.com](mailto:lfitzgerald2003@gmail.com) | [FitzgeraldLauren.com](http://FitzgeraldLauren.com)

## 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

- Crafted reactive and proactive social media comments that embodied brand voice and drove engagement.
- Analyzed social media metrics to identify key trends using Brandwatch research tools.
- Tracked and interpreted weekly analytics to communicate campaign performance and insights to clients.
- Compiled a weekly newsletter forecasting social media trends across platforms.

Atlanta, GA

Sep 2025 – Apr 2026

### The Coca-Cola Company

Marketing Operations Intern

- Led the creation and UX/UI design 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 a CRM chatbot to streamline onboarding across global operating units.

Atlanta, GA

Jun 2024 – Sep 2024

### Gen.G Esports

Marketing Intern

- Developed marketing and project management curricula for online education courses in Saudi Arabia.
- Designed and proofread presentation decks for internal communications between Korean and Chinese headquarters.

Seoul, South Korea

May 2023 – Aug 2023

### Talking Dog Agency

Art Director, Digital Media Specialist

- Conducted surveys, secondary research, and competitive analysis to inform data-driven campaign strategies.
- Designed presentation decks and pitched campaign concepts to major clients.

Athens, GA

Jun 2023 – May 2025

### The Red & Black Newspaper

Creative Services Manager

- 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.

Athens, GA

Feb 2024 – Aug 2024

## PROJECTS

---

### Apple Intelligence Shopping Assistant

Product Manager

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

Dec 2024

### RaceTrac Campaign

Creative Team

- Performed in-depth research, strategy, creative executions, and media planning for a RaceTrac advertising campaign in collaboration with Luckie & Co.

Dec 2024

### Girl Scout Gold Award

Volunteer Project Lead

- Produced a video catalogue and ad campaign for the Dunwoody Preservation Trust, increasing local awareness of Dunwoody's historic properties by 20%.

Dec 2019

## 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, Brandwatch, Instagram, Facebook, TikTok, Twitter, X, and LinkedIn