

Lauren Freeman

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EDUCATION

University of Cincinnati

Bachelor of Arts and Sciences in Communications (Magna Cum Laude)

University of Cincinnati

Associate in Digital Media Communications (Summa Cum Laude)

SKILLS

- Marketing Strategy & Project Coordination
- Social Media & Digital Content Creation
- Adobe Creative Suite | Canva | WordPress
- Data Analysis & Performance Tracking
- Team Leadership & Intern Supervision
- Content Writing | Editorial Calendars | Email Marketing
- Public Relations & Community Engagement
- Microsoft Office Suite | Google Workspace

LANGUAGES

- Spanish - High School and College courses

VOLUNTEER EXPERIENCE

University of Cincinnati |
Digital Media Associate
Degree Program Advisor

2024-2025 School Year

PROFESSIONAL EXPERIENCE

Clermont County Convention and Visitors Bureau – *Digital Marketing Intern*

Batavia | August 2025 – Present

- Capture and produce photo and video content at local events to showcase attractions and drive community engagement
- Manage social media platforms and maintain a strategic content calendar to highlight tourism initiatives and boost reach
- Write blog posts and edit short-form videos that promote Clermont County's destinations and enhance brand storytelling

Meyer Hatchery – *Digital Marketing Specialist*

Remote | July 2025 – Present

- Develop and manage content strategies across Instagram, Facebook, Pinterest, YouTube, and TikTok to grow engagement through creative, trend-driven campaigns
- Produce short-form video content from concept to editing, aligning with seasonal promotions and brand storytelling
- Execute email marketing campaigns and track analytics to refine strategies, support product launches, and boost conversions

Rock and Gem Magazine – *Editorial Assistant*

Remote | 2022 – Present

- Oversaw digital content calendar and WordPress publishing to ensure timely magazine releases.
- Led Pinterest strategy, growing impressions to over 247,000 within one year through data-informed visuals.
- Wrote and curated web content aligned with reader interests and brand identity.

Legislative Services Commission – *Legislative Fellow*

Columbus, OH | Dec 2023 – Dec 2024

- Coordinated public communications on behalf of state senators, ensuring effective and timely messaging.
- Drafted newsletters, press releases, and digital content to increase constituent engagement.
- Managed and grew Instagram engagement by 1000% through strategic scheduling, visuals, and captions.
- Collaborated with policy staff on issue research and outreach planning.