

# LAUREN SORCE

SOCIAL MEDIA MARKETING • CONTENT CREATION • COPYWRITING

## CONTACT INFO



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**Location**

NJ/ NYC

## EDUCATION

### **Master of Science in Communications**

**2021-2022**

Syracuse University

Concentration in Media Management  
Magna Cum Laude

### **Bachelor Of Arts in Digital Communication**

**2016-2019**

Georgian Court University

Magna Cum Laude • Lambda Pi Eta  
Digital Communication Honor Society

### **Mini MBA in Digital Marketing**

**2018**

Rutgers University

## MY SKILLS

Graphic Design • Photography • Videography •  
Social Media Marketing • Copywriting • Photo &  
Video Editing • Technical Writing • Content  
Writing • UI Design • Influencer Relations •  
Community Management • Creative Strategy •  
Project Management • Trend Forecasting

## TECHNICAL SKILLS

Adobe Suite • Microsoft Office • KeyNote •  
Wordpress • Social Media Apps • WIX • Mailchimp •  
Canva • iMovie • DSLR Camera • Marketron •  
Facebook Ads • Sprout Social • Salesforce • Shopify  
• Slack • Pallyy • Trello • Google Trends • Amazon  
Shop

## WORK EXPERIENCE

### **Social Media Manager/Content Creator** **May 2023-Present** **Mars Wrigley** **Contract**

- Ideate content for editorial calendar
- Synthesize company updates/news into blog + social posts
- Shoot, edit, post, schedule and monitor daily social posts across multiple platforms
- Strategize monthly brand initiatives and create suite of promo content
- Create A+ content for Amazon Shop
- Design graphic assets across website, Amazon, Google Display etc.

### **Social Content Specialist** **May 2022-October 2022** **2U + edX** **Contract**

- Assist in content planning across all edX social channels
- Create weekly copy and graphic assets for top universities such as Pepperdine University, and Harvard University
- Schedule daily content across all edX social channels
- Monitor Twitter conversation on a daily basis, and engage with community

### **AD Operations** **November 2021-April 2022** **Audioboom** **Full-time**

- Distribute high volume of assets on tight weekly deadline
- Receive and interpret copy based on agency instructions, flight dates, rotations and review call to actions, vanity URLs, and promotional codes
- Liase daily communication between clients and podcast hosts

### **Social Media Specialist** **October 2020-July 2021** **ArcoMedia Group** **Full-time**

- Ideate and execute Paid & Organic content to elevate brands social presence on, Facebook, Instagram, Twitter, and Pinterest
- Manage production of in-house studio shoots

### **Account Executive-Sales** **November 2019-July 2020** **Beasley Media Group** **Full-time**

- Maintains a relationship with a full roster of over 50 existing clients
- Builds and maintains a full list of prospects
- Identifies client needs and develops a marketing strategy / proposal
- Works collaboratively with internal partners to drive revenue
- Prepares On-Air & Online schedule to meet advertising goals of the client