

LAURENSORCE

SOCIAL MEDIA MARKETING • CONTENT CREATION • GRAPHIC DESIGN

CONTACT

732-318-2743

laurensorce75@gmail.com

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 Content Designer McKinsey & Company

May 2024- Present
Contract

- Create original content for McKinsey's global social media channels, including: LinkedIn, Facebook, Instagram, and X
- Design campaign-specific assets and short form copy
- Develop content executions for the editorial calendar

Social Media Manager/Content Creator Mars Wrigley

May 2023-July 2024
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 Media Manager/Content Creator Media Sorce

June 2022-Present
Part-time

- Ideate content for editorial calendars across 8 client accounts
- Shoot and edit monthly content batches of content for social accounts
- Strategize monthly brand initiatives for clients
- Conceptualize creative copy, graphic and social content ideas

Social Content Specialist 2U + edX

May 2022-October 2022
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 Audioboom

November 2021-April 2022
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