

# Gregory Lasseigne



## Contact



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## About Me

My name is Greg Lasseigne, and I'm a "breath of fresh air." Just about everywhere, I've ever worked, at least one person has used that phrase to pay me a compliment (and they all used the same phrase... uncanny, I know.) I strive to learn more every day while allowing my curiosity to lead the way. I believe creativity and communication are the strongholds to any company and team. Allow me to be a part of your team, and we can take on any challenge as long as we always remember to breathe.

## Skills

Microsoft Word  
Adobe Creative Cloud  
Google Drive & Email

Interpersonal Communication  
Written and Verbal Communication  
Customer Service

## Education

### Louisiana State University

Dec. 2020

Bachelor of Mass Communication, Digital Advertising

Minors: Leadership Development & Communication Studies

GPA: 3.5

### Baton Rouge Community College

Dec. 2017

Associate of Arts Louisiana Transfer, Humanities

## Experience

### Project Manager/Account Planner

#### LSU Digital Advertising Capstone Class 2020

#### Baton Rouge, LA

August 2020-December 2020

- Prepared and organized major meetings (in-person and virtual) in a timely manner
- Monitored and allocated budget
- Aided team members in creative thinking and product delivery
- Disseminated surveys and interviews that were important to our campaign research
- Delivered a high-ranking ad campaign presentation to a panel of advertising judges

### Account Management Intern

#### Catapult Creative Media

#### Baton Rouge, LA

March 2020-October 2020

- Communicated with and aided clients in product development
- Curated detailed notes to ensure effective communication between clients and production team
- Developed and implemented a process that improved email communication time by 50%
- Developed a training program for current employees to improve skill confidence by at least 30%

## Certifications

- LSU Distinguished Communicator
- HubSpot Contextual Marketing Certification
- CITI Program Social and Behavioral Research Certification
- International Tutor Training Program Certification (ITTPC)- Level One
- LSU Transfer Student Leadership Institute Certification