

# Lauren G. Schreader

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## EDUCATION

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### **Bachelor of Arts in Communication: Interpersonal & Organizational, Minor: Film**

Florida Southern College, Lakeland FL

Graduation: December 2024

GPA: 4.0

**Relevant Coursework:** Media Writing, Scriptwriting, Writing About Advertising, Digital Filmmaking, Mass Media & Society, Comm Law & Ethics, Comm Research, Interpersonal, Organizational, and Intercultural Communication

## RELEVANT EXPERIENCE

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### **External Relations & Partnerships Director**

September 2023 — December 2024

Morning Grind, Lakeland FL

- Managed a \$40,000 coffee cart business as a part of a leadership team strategically engaging with clients to identify and address their unique needs, and fostering strong professional relationships.
- Conducted in-depth analysis to define and understand target audiences, ensuring communication efforts were precisely tailored for maximum impact.
- Maintained positive relationships with patrons, sponsors, and stakeholders through continuous communication, written LinkedIn articles, and leading monthly board meetings.
- Aided in designing and developing a wide range of high-quality marketing materials, including flyers, social media campaigns, brochures, and logos, to support organizational outreach and branding goals.

### **Intern**

August 2024 — December 2024

Indie Atlantic Films, Lakeland FL

- Assisted in the coordination of production schedules, contributed to brainstorming sessions, and provided creative input for projects.
- Provided on-set support for live shoots, helping with equipment and assisting crew members with various tasks.
- Conducted research for upcoming projects, including gathering information on trends, events, and individuals.

### **Remote Intern**

New Media Film Festival, Los Angeles, CA

May 2023 — June 2023

- Drafted and edited press releases for upcoming projects, ensuring alignment with brand messaging and target audience
- Conducted script analysis to assess narrative flow, character development, and thematic elements

## CAMPUS INVOLVEMENT

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### **Writing Directed Study**

Florida Southern College, Lakeland, FL

Fall 2024

- Storyboarded, crafted, and wrote a full-length feature film.
- Revised plot details and different angles to progress the story, minimizing plot holes and stagnancies.

### **Studio Box Improv Comedy Club**

September 2022 — December 2024

Florida Southern College, Lakeland, FL

- Think quickly to solve scene conflicts, listen attentively, and work collaboratively with others.

### **The Southern Staff Writer**

Florida Southern College, Lakeland, FL

Spring 2022

- Conducted initial interviews to provide better insights into the story and angle.
- Drafted articles and worked with editors to refine key details.

## SKILLS

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**Content Creation & Writing:** Persuasive Writing, Brand Voice Development, Digital Content Creation, Editing & Proof-reading

**Digital Design & Video Editing:** Adobe Photoshop, Canva, Adobe Audition, iMovie, Figma

**General Office:** Microsoft 365, Google