

LAUREN MACDOUGAL

CONTACT

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451 W Mifflin St, Apt 3,
Madison, WI 53703

SKILLS

- Interpersonal communication
- Organization and time management
- Problem-solving and conflict resolution
- Trustworthiness and reliability
- Adaptability and flexibility
- WordPress (entry-level)
- MailChimp
- Adobe Software

EDUCATION

Communication Arts - Film, Television &
Radio B.A.

University of Wisconsin-
Madison

2021-2025

Minors in Digital Studies, Disability Rights
& Services, Gender & Women's Studies

REFERENCES

Mark Levine

hello@independentpublishing.com

Tyler Kuehl

tyler.kuehl@wisc.edu

EXPERIENCE

Marketing and Media Assistant

The Independent Publishing Magazine June 2024 - Present

- Maintain and manage newsletter: accurately create and manage weekly mailing lists; design and implement subscription and sign up forms for website; design website pop-ups to drive interest in newsletter; develop captivating and easy to use welcome emails which interface with social media and mobile platforms
- Conduct market research: work independently and collaboratively to drive creation of compelling marketing materials through effective use of plugins for mailing lists, pop-ups driving increased subscriptions, and utilization of engaging newsletters
- Direct Marketing: design and manage consistent look and messaging across social media platforms Instagram, Facebook and Twitter; write promotional posts; link to and with network of associated professional organizations; promote new contributors and partnerships

Academic Peer Advisor

UW-Madison Cross-College Advising Services Aug. 2022 - May 2024

- Meet with undergraduate students to collaboratively explore interests, strengths, academic aspirations, and concerns
- Educate students on major programs, degree requirements, and campus resources and provide actionable recommendations for majors and courses based on students' degree requirements and passions
- Build and adjust student schedules to align with student's goals and needs
- Offer empathy, compassion, and personal experiences to support struggling students, resulting in trust and rapport-building
- Teach students how to use academic tools to navigate campus resources such as the Course Search & Enroll Program and Degree Audits
- Provide Additional referrals for students to other offices and campus resources as needed
- Assist students in contacting professors and other university personnel

Children and Youth Development

2015-2024

- Worked collaboratively with staff to create and provide individualized care and education for children with disabilities as a Respite Care Volunteer for Gio's Garden
- Supervised a class of 12 children in a collaborative teaching environment as a teachers aid at Orchard Park Childcare
- Provided full-time care for 6 month old twins, facilitating routine for feeding, rest, and hygiene while supporting language and developmental milestones
- Independently mediated conflict and encouraged balanced play and enrichment between three siblings, ages 6, 9 and 9 over a 5 year period