

Lauren Bell



1804 Bagshot Court, Wake Forest NC 27587 and ASU Box 06739, Boone NC 28608
T: (919) 815-1087 E: belle1@appstate.edu, lbell319@gmail.com W: <http://www.coroflot.com/LaurenBell>

Objective

Creative Advertising is my passion; specifically; designing, writing, and publicizing. I strive to design, create, and inform using my knowledge of the Adobe Creative Suite (Photoshop, Illustrator, & InDesign). My goal is to *inspire graphically, and convey eloquently*. I love the process of creating commercials/advertisements, from concept, to design, to copywriting. I believe the best way to achieve the "notice me" goal is to get people to appreciate. A dream of mine is to one day be a voice talent for radio and television commercials.

Experience

- **Publicity Programmer – University Recreation**

Oct 2010 - Present

Club Sports Program Area – 2010-2011

Administrative Program Area – Summer 2011

Aquatics Program Area – Spring 2012

Fitness Program Area – Fall 2012 - Present

"Publicity Programmers are undergraduate students who are responsible for reaching the entire Appalachian State University community to inform them about UREC and what we have to offer. Publicity programmers achieve this through a variety of methods including flyers, posters, banners, promo tables, bulletin boards, and the website. These programmers work to inform people with specific information about each program unit as well as to communicate that all the units are interwoven with each other to ensure every student, faculty, and staff has the complete Recreation experience. Each area (Administration, Aquatics, Club Sports, Fitness, Intramurals, and Outdoor Programs) has a publicity programmer to promote activities within that area."

- Regular Job Duties:

Design, create, and post flyers

Run the program Facebook, twitter, and blog

Photograph Events

Organize Special Events (Plan, set up, tear down)

Received the Daye Award Spring '13 - The Daye Award is given to undergraduate student employees of the University Recreation Department that assert an excellence in sincerity, loyalty, integrity, dedication, and stewardship for the department and Appalachian.

- **Appalachian Advertising Club**

Member – 2012

Treasurer – Spring 2013

"Gold Award" 2012 Appy Award Competition – Radio Commercial

Education **Appalachian State University** **2009- 2013**
Earning a Bachelors in Science in Communication with a Major in Creative Advertising
Family and Consumer Science Minor

Skills Adobe Creative Suite – InDesign, Illustrator, Photoshop. Copywriting. Branding. Creative Writing.
Organization. Enthusiasm. Goals.

Radio One semester experience On Air DJ Shift
"Wake Yosef Up" Morning Talk Show
Radio DJ Course

Production Newsletters, T-Shirt designs, Flyers, Websites, Logos, Print Ads, Radio Commercials

See more at www.coroflot.com/LaurenBell

Produced Work:

The *creative* Outlet 

