

LAUREN BACA

laurenbaca@gmail.com | (708) 606-6529 | www.laurenbaca.com

Objective	Seeking a position that will allow me to implement my studies in communications and integrated public relations, utilize my commitment to learn new tasks quickly and efficiently, and deliver results that meet and exceed the agency's goals.	
Education	Bachelor of Arts, May, 2016 Carthage College, Kenosha, WI Majors: Communications and Public Relations Minor: Theatre	Certificate in Sports Essentials, April, 2018 Columbia University, New York City, NY
Global Experience	Marketing and Public Relations Representative, Carthage College Theater Department, Edinburgh, Scotland, UK August, 2014 <ul style="list-style-type: none">Publicized the world -premiere production of Jeffrey Hatcher's "No Name" which debuted in the United States in March and Edinburgh, Scotland in AugustAttended the Edinburgh Festival Fringe's media press day and earned two reviewsPlanned and executed social media marketing and in-person busking on the royal mile to publicize production; averaged an audience size of 50 (standard average is 30)	
Professional Experience	Director of Marketing and Corporate Services, Joliet Slammers Nov, 2021-present <ul style="list-style-type: none">Lead and oversee marketing efforts for the team in the local and regional communities by translating revenue generation objectives into integrated marketing objectives, strategies, and plansManage day-to-day activities with PR/ press in coordination with management and playersEnsure execution of all corporate partnerships/ sponsorship agreementsCollaborate with the promotions team to provide an entertaining game presentation throughout the eventEstablish and leverage promotional partnerships to drive greater brand awareness and engagementOversee creation of annual marketing and sponsorship budgetsDrive consumer awareness, engagement and interest in all things related to the team in the community through advertising, grassroots, and storytellingCreate graphic design of all marketing materials, advertisements, and pocket schedulesDevelop campaigns in support of the team's ticket sales and promotional strategy, including the development of a game-by-game advertising plan General Manager, Captain Mike's Beer and Burger Bar May, 2021-Aug, 2021 <ul style="list-style-type: none">Crafted, implemented, and monitored processes to boost long-term business success and increase profit levelsManaged weekly schedule of kitchen and bar staff General Manager, The Apis Hotel & Restaurant, Kenosha, WI July, 2020-May, 2021 <ul style="list-style-type: none">Publicize the opening of the restaurant in July 2020 and handle all continued public relations relationships; classic media and social mediaEnsure the new business stays profitable through a pandemic and local civil unrest by organizing safe, creative events and promotions, attending network events, and partnering with other local businesses and non-profitsGuide the management team in the daily operations of the business Community Engagement, Marketing, and Partnership Activation Manager, Kenosha Kingfish, Kenosha, WI Nov, 2019-July, 2020 <ul style="list-style-type: none">Oversaw donation requests, mascot appearances, 50/50 raffle partnerships, and performance groups.Managed group ticket sales for non-profit organizations, youth sports, churches, schools and day cares, homeowner associations, senior centers, and First RespondersRepresented the organization at community networking events, and fundraisers.Implemented the "mystery box" pre-season sale that raised over \$4,000Planned, executed, and analyzed engagement of public outlets; including social media channels, website posts and SEO, and mail chimp email marketingSupported sponsor partnerships and ensured all individual contract requirements were met Partner Relations Intern, The New York Mets, Queens, NY April, 2019-Sept 2019 <ul style="list-style-type: none">Act as administrative assistant during all homestand gamesEnsure investment partners have a seamless game experience through fulfilling requests such as parking pass and field seat tickets, scoreboard messages, and Mr. Met visitsPlan and support suite holder benefit experiences; including watching batting practice, honorary first pitches, and kids take the field days Host, Twin Anchors, Chicago, IL Oct, 2018-March, 2019 <ul style="list-style-type: none">Greet and assist guests with initial needs	

- Oversee carry-out and DoorDash orders
- Ensure the dining room is running smoothly and assist bus boys and waiters as needed

Stylist, Francescas®, Rosemont, IL

Nov, 2018-Feb, 2019

- Handle customer inquiries, complaints and payments
- Earn customer trust and retention by carrying out the Francescas® promise; to deliver a rich, personal experience for each individual guest

Public Relations Lead | PR Associate, All Points Public Relations, Deerfield, IL

Sept, 2016-Sept, 2018

- Led a team through general integrated public relations and marketing processes and procedures
- Attended, networked, and presented at several national and international conferences for clients and the general franchise industry
- Created and published bylines on behalf of clients
- Organized and executed special event days and promotions
- Earned national, local, and trade media opportunities for a variety of national and international clients

Sales Associate, Imagetec, Lincolnshire, IL

May, 2016-Sept, 2016

- Expanded customer base by attending local networking events, making cold calls, and visiting potential clients
- Wrote, proofed, and edited sales proposals and correspondence
- Collaborated with other account executives and managers to prepare and deliver performance updates

Recruiter, Six Flags Great America, Gurnee, IL

Jan 2016-June 2016

- Scheduled and appeared at recruitment events throughout northern Illinois and Wisconsin
- Recruited, interviewed, and trained all new employees
- Lead the prescreening of Safety Department applicants to ensure that all requirements set by Six Flags Great America and Highland Park Hospital were met

Student Ambassador, Carthage College, Kenosha, WI

Fall, 2013-Spring, 2016

- Sat on student panels to answer prospective students' and families' questions and address their concerns
- Assisted the recruitment office in meeting recruitment goals for first year and transfer students
- Represented the college by attending on and off-site events and retreats

Internal Communications Intern, Six Flags Great America, Gurnee, IL

Winter, 2014-Nov, 2015

- Organized and re-establish pre-existing communication outputs including developing flyers and posters for events and news
- Critiqued internal communication process
- Edited recruitment advertisements, department notices, newsletters, etc.
- Assisted with Special Events Coordination and attended events to ensure they ran smoothly

Leadership Specialist, Camp Wehakee for Girls, Winter, WI

Summer, 2013 & 2014

- Promoted from Youth Development Professional to Leadership Specialist
- Built girls' (ages 15-17) leadership skills, such as team building, personal values, attainable goals, and mission statements
- Strengthened girls' (ages 8-16) life skills, such as working on personal strengths and weaknesses, confidence, self-esteem, friendship, and community

Skills	Content Marketing	Wordpress	Website creation and upkeep	Social Media Marketing
	Cision	Adobe Illustrator	Client Management	Microsoft Office
	Customer Service	MailChimp	Public Speaking	Constant Contact
	Leadership	Editing	Organization	Event Planning