

Laurel Thoreson

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## EDUCATION

### Longwood University

MBA-Marketing

Farmville, VA (Remote)

March 2022-Present

### Rutgers University

Mini MBA- Digital Marketing Certificate

New Brunswick, NJ (Remote)

April 2020

### Longwood University

Bachelor of Arts in Communication Studies

Farmville, VA

December 2018

Concentration: Digital Media

Minor: Photography

(Cum Laude)

## UNPAID WORK EXPERIENCE

Fuqua School

Farmville, VA

*Social Media and Marketing Intern*

*January 2018-May 2018*

- Contributed copy and photos to the bi-monthly newsletter
- Assisted in the high school yearbook class using InDesign
- Created promotional material and video content

Global Ministries

Prague, Czech Republic

*Missions Volunteer/ Digital Media Assistant*

*February 2019- May 2019*

- Assisted the pastor of the ESUMC in Prague with website design, social media and videography training
- Facilitated Sunday School lessons
- Volunteered with local missions in Prague (childcare and teaching English)

## PAID WORK EXPERIENCE

Summit Environmental Solutions/ Hive Marketing

Fredericksburg, VA

*Marketing Assistant/ Videographer*

*August 2020- August 2021*

- Developed a social media strategy and managed multiple social platforms
- Assisted in content development for websites including our in-house marketing agency
- Filmed and edited short form videos
- Data entry and customer service tasks

*Digital Content Specialist*

*August 2021-Present*

- SEO copywriting for multiple platforms
- Maintain and manage social media, GBPM and websites for clients
- Track leads, sales, conversions, and operating percentages

The Merit School

Prince William, VA

*Tier Three Teacher*

*August 2019- February 2020*

- Assisted the lead teacher in planning educational and exciting activities
- Acted as lead teacher when necessary
- Communicated effectively with coworkers, supervisors, children, and parents

*Summer Camp Counselor*

*June 2015-August 2019*

- Served as lead teacher and demonstrated classroom management skills
- Ensured safety and planned educational and exciting activities
- Supervised children on fieldtrips and during activities

## ACTIVITIES/ LEADERSHIP EXPERIENCE

Sports Club Council (Tennis Representative and Safety Officer), January 2018-December 2018

Club Tennis (Vice President), Longwood University, September 2017-December 2018

Wesley Campus Ministry (Small Group Leader), Longwood University, January 2017-December 2018

Phi Sigma Pi National Honor Society (Historian/Convention Delegate) Longwood University, September 2017-Dec. 2018

## VOLUNTEER EXPERIENCE

Habitat for Humanity- Volunteer, December 2014-Present

SKP HOPO- English Teacher/ Social Media Assistant February 2019- May 2019

Christian International School of Prague- Aftercare Teacher- March 2019-May 2019

## SKILLS

Premiere Pro, InDesign, basic web design (Wordpress, Wix), Hootsuite (Certified), Photoshop, Microsoft Office, Final Cut Pro X, media writing, editing, blog writing, newsletter writing, SEO, Google analytics, Google ads, Facebook ads photography, videography, research, public speaking, digital marketing, social media, interpersonal communication