

LAUREN MOSES

MARKETING ASSISTANT/STUDENT

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EDUCATION AND CERTIFICATION

Bachelor of Science in Business Administration | University of Nevada, Reno

Exp. Grad May 2027

- Emphasis on Marketing and Management

WORK EXPERIENCE

Assistant Marketer | University of Nevada, Reno

Feb. 2025 - Present

- Manage and create content for five social media platforms to enhance engagement and brand presence
- Develop marketing strategies to promote College of Business events and initiatives
- Assist in organizing and executing career events, ensuring seamless coordination and student engagement
- Collaborate with faculty and staff to align marketing efforts with college goals and initiatives

Operations Employee | Lifetime Fitness

Nov. 2023 – Jan. 2025

- Oversaw customer experience at a high-end gym to satisfy members
- Managed cleaning protocols to support a cleanly environment
- Ensured faculty safety through health certifications and risk assessment training in preparation for a multitude of situations
- Maintained over 100 pieces of equipment daily
- Oversaw laundry room with more than 300 incoming items per hour

Café Employee | Lifetime Fitness

Feb. 2023 – Nov. 2023

- Provided exceptional service to gym members and visitors, ensuring a welcoming and efficient experience in a high-traffic environment
- Demonstrated in-depth knowledge of menu items, including nutritional information and ingredient sourcing to properly assist customers
- Managed daily café operations, including inventory control, and ordering supplies for smoother operation
- Ensured satisfaction of over 50 customers an hour
- Created more than 1 million dollars in revenue with a team in one year

Customer Service Manager | McDonald's

Jun. 2021 – Feb. 2023

- Effectively managed customer interactions to provide high satisfaction
- Resolved conflicts to enhance customer experience
- Demonstrated proficiency in both drive-thru operations and kitchen management to lower drive-thru and indoor waiting times
- Contributed to seamless service delivery and operational efficiency with an average of 4 customers per minute
- Aided in order and delivery of over 50 products per week

TECHNICAL SKILLS

Canva | Microsoft Office | Excel | Social Media Platforms

PROFESSIONAL REFERENCES

Jim McClenahan

Executive Director, Outreach and Engagement

Relationship: Leader and personal connection

Phone: (775) 784-1054

Email: jmcclenahan@unr.edu

Pamela Eustaquio

Director of Marketing for the College of Business

Relationship: Primary boss

Phone: (775) 682-5031

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