

LANEY DUGAN

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EDUCATION

The University of Georgia, Terry College of Business, Athens, GA

Intended May 2024

Bachelor of Business Administration in Marketing, Certificate in New Media

GPA: 3.88/4.00

RELEVANT EXPERIENCE

Paid Media Intern, Focus Brands LLC, Atlanta, GA

May 2023 – August 2023

- Analyzed campaign results from 5+ media channels and communicated pertinent metrics to internal leadership for 7+ brands
- Discovered the method for strategic media planning and audience optimization by communicating with a partnering agency
- Presented a mock Q4 paid media plan to 8+ internal leaders, utilizing current plan analysis and mentor guidance

Student Social Media Manager, LDT Certificate - University of Georgia College of Education, Athens, GA

January 2022 – Present

- Develop and support the certificate's social media account to market the program, reaching an audience of 200+
- Create informative materials about the certificate program to enhance participation throughout the campus
- Design and publish 2 weekly posts, dedicating at least 10 hours per week to increasing engagement by 20%

WORK EXPERIENCE

Student Athlete Class Checker, University of Georgia, Athens, GA

August 2022 – Present

- Collect signatures from 5+ student-athletes upon the arrival and departure of their classes
- Upload information and hours to the student portal for real-time attendance accuracy
- Work 8+ hours a week, checking 5 days a week and 2 times a day

Palenque, Server, Denver, CO

May 2022 – August 2022

- Performed cashiering functions by closing checks and preparing end-of-day reports
- Recommended nightly specials to customers and enhanced sales by 10%
- Serviced guests with food and beverage requests in a timely, professional, and friendly manner

The Cloister at Sea Island, Server, St. Simons, GA

May 2021 - August 2021

- Aided guests in selecting food and beverages through extensive knowledge of menu items, 20 wine selections, 40+ cocktail options, allergens, and dietary restrictions
- Provided lunch and dinner service to groups of up to 12, taking up to 7 tables a shift
- Worked alongside a 20-person team, including 4 executive chefs, 4 floor managers, and numerous mixologists

COMMUNITY SERVICE & CAMPUS INVOLVEMENT

American Marketing Association, Member, Athens, GA

January 2022 – Present

- Attend weekly lecture events where industry guest speakers provide insight into their experiences
- Network with industry professionals and learn about different career paths within the field

Chi Omega Sorority, Member, Athens, GA

August 2020 - Present

- Actively work to better the Athens-Clarke County community through our fundraising efforts
- In partnership with the Make-a-Wish Foundation, raising over 20,000 dollars in 2020

Atlas Business Society, Member, Athens, GA

September 2021 – May 2022

- Selected from 300+ applicants to join the University of Georgia's premier business society for sophomores with <20% acceptance rate
- Developed business professionalism, networking, and interviewing skills through weekly workshops and presentations from Fortune 500 firms
- Engaged in a mentorship program to learn business and leadership skills from upperclassmen

Whatever it Takes, Volunteer, Athens, GA

August 2021 - December 2021

- Worked with the community centers in the Athens-Clarke County area to tutor 200+ local students after school
- Dedicated 2 hours a week to work on homework and spend time with 5th grade students at Rocksprings Community Center

Magellan Program, Member, Athens, GA

January 2021-May 2021

- Selected from 300+ applicants to join UGA's premier business program for first-year students with a <20% acceptance rate
- Attended biweekly professional development workshops on professional development and potential career paths

SKILLS

Microsoft Office, Google Analytics, WordPress, Bootstrap, HTML & CSS, Canva, Tableau, Google Search Ads

INTERESTS

Celebrity Memoirs, Running, Travel, Podcasts, Yoga