**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**

**University of Georgia, College of Education,** *Student Social Media Manager,* Athens, GA January 2022 – Present

* Support the certificate program’s social media, successfully targeting and engaging an audience of over 200+ individuals
* Produce compelling informational content to promote the program across the campus, fostering increased awareness
* Design and publish 2 weekly posts, dedicating at least 10 hours per week to drive a 20% growth in audience engagement

**Focus Brands LLC,** *Paid Media Intern,* Atlanta, GA May 2023 – August 2023

* Analyzed campaign performance across 5+ media channels, distilling key metrics to internal leadership across 7+ brands
* Collaborated with a partnering agency to implement strategic media planning, enhancing campaign effectiveness
* Demonstrated leadership by creating and presenting a comprehensive Q4 paid media plan to 8+ internal leaders

**WORK EXPERIENCE**

**University of Georgia, Athletic Services,** *Student-Athlete Class Checker,* Athens, GA August 2022 – Present

* Manage the collection of signatures from 5+ student-athletes at the commencement and conclusion of their classes
* Maintain real-time attendance accuracy by diligently uploading data and hours to the student portal
* Dedicate 8+ hours per week, conducting attendance checks 5 days a week, twice a day

**Palenque,** *Server,* Denver, CO May 2022 – August 2022

* Boosted sales by 10% through proactive recommendations of nightly specials to customers
* Performed cashiering functions by closing checks and preparing end-of-day reports
* Provided timely, professional, and friendly food and beverage service to ensure exceptional guest satisfaction

**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+ cocktails
* Efficiently managed lunch and dinner service for groups of up to 12, overseeing as many as 7 tables per shift
* Collaborated seamlessly with a team of 20 professionals, including 4 executive chefs, 4 floor managers, and mixologists

**COMMUNITY SERVICE & CAMPUS INVOLVEMENT**

**American Marketing Association,** *Member,* Athens, GA January 2022 – Present

* Participate in weekly lecture events featuring industry guest speakers who share valuable insights based on their experiences
* Engage with industry professionals to expand my network and gain a deeper understanding of diverse career paths in 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 with a <20% acceptance rate
* Developed professionalism, networking, and interviewing skills in workshops with leadership 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

* Collaborated with community centers in the Athens-Clarke County area to provide after-school tutoring to 200+ students
* Committed 2 hours per week to offer academic support and mentorship to 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

**INTERESTS**

Celebrity Memoirs, Running, Travel, Podcasts, Yoga