

LAUREN M. PARDUN

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EDUCATION

The University of Iowa-Iowa City, Iowa May 2013
GPA: 3.51/4.00
 B.A. Journalism and Mass Communication, with honors
 Entrepreneurship Certificate, Performing Arts Emphasis
 Music Minor

Iowa International Summer Institute- Florence, Italy Summer 2011
 Medieval Literature

PROFESSIONAL EXPERIENCE

Marketing and Communications Intern May 2011-Present
Hancher Auditorium—Iowa City, IA
 Increased knowledge of marketing and journalistic writing styles through hands on experience.

- ❖ Published Work:
 - Published creative non-fiction in Hancher Auditorium playbills including, “Leaving the Hubbub Behind: UI Junior Finds Peace in Musical Expression”
 - Blogger for Hancher Auditorium including, “A Music Lover’s Paradiso,” “A Florentine Miracle,” “The Culture Shock,” and “What HBO Were You Watching?”
 - Designed print ad copy for Soweto Gospel Choir, Student Ticket Initiative, Hancher Branding and The LA Gay Men’s Chorus featured in *The Gazette*, *The Daily Iowan*, and *The Press Citizen*
 - Published artist preview for The National Chamber Choir of Ireland
 - Published press release for The Tower of Power
- ❖ Created online video campaign for branding and ticket sales
- ❖ Managed social media outlets including: Twitter, YouTube Channel, Tumblr, and Facebook Page
- ❖ Attended board of director meetings
- ❖ Planned week-long educational program for Hancher artist *The Enso String Quartet*
- ❖ Radio disc jockey for “Hancher Unleashed” on KRUI 89.7FM

Marketing and Outreach Intern May 2012-August 2012

Chicago Children’s Theatre—Chicago, IL

- ❖ Communicated and executed new ideas and projects
- ❖ Planned and distributed season promotional materials across Chicago
- ❖ Created company’s summer marketing plan
- ❖ Created promotional materials for “Harold and the Purple Crayon”
- ❖ Planned month-long volunteer event, *Paint Chicago Purple*, with local sororities for *Harold and the Purple Crayon*

Media Research Consultant January 2012-May 2012

Domestic Violence Intervention Program – Iowa City, IA

- ❖ Conducted primary and secondary research
- ❖ Composed business plan and creative initiatives
- ❖ Executed social media campaign and managed social media outlets

WORK HISTORY

Building Secretary
University of Iowa School of Music—Iowa City, IA August 2012-Present

- ❖ Answer phones and executed basic administrative work
- ❖ Attended to professors’ needs

Color Guard Coach (Fall Marching Band Season) May 2011 - Present

West Branch High School-- West Branch, Iowa

- ❖ Conducted rehearsals during summer camps and school year for fall marching season
- ❖ Choreographed, taught, and cleaned all show work
- ❖ Communicated with parents and faculty to make aware of team events

Tutor August 2011-August 2012

TRIO Student Support Services-- Iowa City, IA

- ❖ Scheduled one hour sessions for eight students weekly
- ❖ Taught history, social science, Italian reading comprehension and writing
- ❖ Followed up with students for greatest success

- ❖ Prepared various materials for each session
- ❖ Made sure there was clear communication with TRIO faculty

LEADERSHIP EXPERIENCE

Sigma Alpha Iota, Zeta Epsilon Chapter

Corresponding Secretary

March 2011-Present

Alumnae Committee Head

March 2010-March 2011

Omicron Delta Kappa

Father of the Year Award Chair

May 2012-Present

COLLEGIATE ACTIVITIES

- ❖ **Honor Societies**

University of Iowa Honors Program

Fall 2009- Present

The National Society of Collegiate Scholars

Spring 2010- Present

Phi Eta Sigma

Spring 2010- Present

Alpha Sigma Lambda

Fall 2011- Present

Omicron Delta Kappa

Spring 2012- Present

- ❖ **Student Organizations**

Sigma Alpha Iota

Spring 2010 - Present

Public Relations Student Society of America

Spring 2012- Present

Dance Marathon

Spring 2012-Present

References available upon request