

## Lauren Alterman

Athens, GA 30602 | [laurenalterman1@gmail.com](mailto:laurenalterman1@gmail.com) | (404) 670-0558 | [www.linkedin.com/in/laurenalterman](https://www.linkedin.com/in/laurenalterman)  
<https://laurenalterman1.wixsite.com/lauren-alterman>

### EDUCATION

**University of Georgia** Athens, GA

May 2026

*Bachelor of Arts, Advertising | Minor, Studio Art* HOPE Scholarship, Charter Scholar

### EXPERIENCE

**University of GA Career Center** Athens, GA *Social Media Marketing Intern*

August 2025 - Present

- Operate the most-followed collegiate career center Instagram in the nation with 17.4k followers
- Compose intricate and relevant graphics for social media including Instagram, LinkedIn, and Facebook
- Redesign outdated graphics and advertisements for various events in the Career Center
- Meet with the Creative Team and supervisor multiple times a week
- Collaborate with team members and supervisors on various projects around the workplace

**Oliver & Co** Birmingham, AL; Remote *Social Media Marketing Intern*

June 2025 - July 2025

- Conceptualized different graphics and reels for various social media platforms across the agency
- Collaborated with different small businesses across the southeast to create a media plan
- Scheduled social media posts months in advance
- Wrote various blog posts pertaining to different topics across companies
- Reported to a supervisor weekly for feedback and planning

**Core Spaces, Newberry and the Rive Apartments** Athens, GA *Marketing Intern*

August 2024 - May 2025

- Managed both leasing, sales, and customer service tasks
- Developed strong relationships with leads via property tours and lead follow-up efforts
- Enhanced and solely managed our property's social media
- Achieved over ten positive reviews and multiple praises from corporate for achieving the highest lead-to-tour conversion rate at 60%

**Hatched Dating** Atlanta, GA *Social Media Intern*

October 2023 - August 2024

- Managed content on TikTok and Instagram
- Analyzed marketing success and analytics on TikTok Creative Center
- Streamlined social media campaigns closely tailored to current trends and social dynamics
- Achieved a click-through rate .30 points higher than the company average, and all receiving a CTR over .80

### CAMPUS & COMMUNITY INVOLVEMENT

**Gamma Phi Beta Sorority**, Athens, GA *Active Member*

August 2022 - Present

- Supported and stay involved in recruitment events and philanthropy efforts
- Communicated the organization's core values through social media support

**Travel Writing in Hawaii Study Away**, Honolulu, HI, *Social Media Ambassador*

May 2025

- Spearheaded the Hawaii program's engagement on Global Grady's social media
- Documented the program's experiences through photography
- Multitasked posting on social media as well as taking study away classes in Hawaii

### SKILLS

Procreate, Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Microsoft 365 (Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft OneNote), Printmaking, Photography and Videography, Typography, Digital art and Graphic Design, Microsoft Powerpoint, Google Suite, Customer Service, Time Management, Adaptability, Cooperative Skills, Email Marketing