

# Lauren Quintana

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## WORK EXPERIENCE

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### Fanatics, Inc.

*Social Media Specialist*

**July 2023 – Present**

*Jacksonville, FL (Remote)*

- Monitor and manage 900+ social channels across all social media platforms to promptly respond to Fan inquiries, comments, and complaints in a professional and empathetic manner.
- Engage with 300+ social media commentaries daily while directly matching the Fan's voice, providing creative and thoughtful responses to build brand loyalty.
- Consistently maintain a top 5 stack ranking with a 99%+ accuracy score in weekly online performance reviews.
- Collaborate with team leads to develop and re-design all essential department process documents, keeping information accurate and accessible for 40+ team members and leadership.
- Stay informed about industry trends, social media best practices, and emerging platforms, proactively suggesting innovative ideas to leverage new opportunities for Fan engagement and satisfaction.

### Victoria's Secret PINK

*PINK Campus Representative*

**April 2021 – June 2023**

*Tallahassee, FL*

- Promoted brand awareness through planning and hosting monthly events and engagement opportunities for 30K+ students such as giveaways, product launch celebrations, and overall interactive entertainment.
- Developed and implemented 5+ marketing efforts and campaigns per month such as flyers and social media content creation on Instagram, TikTok, Facebook, and X, boosting student participation by 60% for all events.
- Formed and strengthened relationships through collaboration with local businesses, organizations, and product partnerships, boosting credibility and fostering community by 50%.

### The Estée Lauder Companies

*Lauder Summer 2022 Intern, Marketing*

**June 2022 – August 2022**

*New York, New York*

- Engaged in Associate-level work on the Clinique Global Promotional Marketing Team, focusing on Gift With Purchase and Holiday Programming.
- Led the collection of cross-region quantity collection for Spring 2024 Gift Sets, engaging with 7+ regions and mirroring information to our Fact Sheets.
- Collaborated with the North America Team to rename all Fall 2023 Sets, creating a multi-functional Excel and producing 60+ Creative Copy Requests.

### Zupp

*Adventure Team Marketing Intern*

**August 2020 – November 2020**

*Tallahassee, FL*

- Drafted and executed event-focused marketing strategies to successfully invite 650+ students to sign up for brand memberships; shared feedback & ideas to improve with 6+ person HQ Team.
- Designed and hosted 2 in-person activations per month that inspired students to get out of their comfort zones to engage with the brand, expanding our reach across campus by 20%.

### Social Thriving LLC

*Social Media Content Creation & Account Management Intern*

**June 2020 – November 2020**

*Tallahassee, FL (Remote)*

- Led the planning, development, and implementation of brand voice, 4 social media platform strategies, editorial calendars, and concept ideation, saving teams 20+ hours per week to increase efficiency.
- Composed and managed social media and website content for 4 clients using relevant, inspiring, and engaging designs that connected with their target audience, expanding retainment and renewal of clients by 40%.

## EDUCATION

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### Florida State University

*Bachelor of Science – Marketing, Minors in Communications & Graphic Design*

**May 2023**

*Tallahassee, FL*

- Magna Cum Laude, 3.8/4.0 GPA
- Garnet and Gold Key Leadership Honorary
- Alpha Kappa Psi Professional Business Fraternity, *Vice President of Operations*
- Dance Marathon at Florida State University, *Marketing & Publicity Coordinator*

## SKILLS

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- Adobe Photoshop
- Adobe Lightroom
- Canva
- Procreate
- Graphic Animation for Marketing
- Photography