

# Lauren Coleman

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## Profile

A digital media specialist with over eight years of professional experience in multimedia production, project management, and social media strategies. Previous clients include Fortune 500 companies and nationally recognized nonprofits such as Humana, Yum! Brands, Intel, American Cancer Society, Presbyterian Church (USA), and more.

## Experience

### **DBS Interactive – Production Coordinator – Louisville, KY**

**2015-Present**

Oversee and manage multiple projects across all phases of website design and development, including defining project scope, developing a timeline, and maintaining overall budget.

Act as a liaison between Client Services and Production by coordinating internal resources and prioritizing projects in order to meet client expectations. Conduct daily internal meetings to provide project status updates to all departments.

Create tasks, sprints, and milestones in the project management software, Intervals, in conjunction with Trello and Slack to effectively communicate project specifications, deliverables, and timeline.

Responsible for generating budget and time tracking reports, as well as invoicing upon the completion of design and development projects.

### **Interactive Media Lab – Video Editor/Assistant Account Manager – Louisville, KY**

**2007-2015**

Worked with clients to develop their desired video message by determining their needs, budget, and potential audience. Used a creative approach to turn the client's requirements and ideas into an effective storyboard.

Logged, selected, and edited video footage in Final Cut Pro or Adobe Premiere Pro. Used Adobe Photoshop to design graphics and Adobe After Effects to create motion graphics. Assembled the client's story and exported the video in desired formats.

Served as Assistant Account Manager for clients including Humana, Trilogy Health Services, Presbyterian Church (USA), and Broadcom Foundation. Maintained client relationships, assisted clients with issues and project changes, coordinated internal production resources, and promoted project work with clients via social media.

Managed the company's social media presence on YouTube, Twitter, Facebook, and Google+. Social media helped drive awareness to business offerings and promote the increase of potential clients. Videos created and promoted account for over 100,000 YouTube views.

### **Procter and Gamble Productions – Production Intern – New York, NY**

**2006**

Managed script distribution, answered phones, reviewed fan mail, organized the tape library, and helped coordinate extras on location shoots for the daytime television show, Guiding Light, at the CBS Broadcast Center.

### **University of Cincinnati IT (UCIT) – Lab Consultant – Cincinnati, OH**

**2002-2006**

Provided help desk support to students needing computer assistance related to the internet, HTML, hardware, Microsoft Office, and other software.

## Certifications

HubSpot Inbound Marketing

HootSuite Certified Professional

[www.laurenacoleman.com](http://www.laurenacoleman.com)



## Education

### University of Cincinnati

2002-2006

Bachelor of Fine Arts in Electronic Media

Dean's List, 2003-2006

Ziv Award Recipient, 2006

Directed, shot, and edited news packages for UC's student news program, Uptown

Co-hosted a weekly show for the student radio station, Bearcast

Studied abroad for a summer in London, England

### Assumption High School

1998-2002

## Interests

### Volunteer

Participate in discussions and decisions about policy changes, financials, and fundraising as a board member for the Cornerstone Child Development Center.

Assist medically fragile children at the Home of the Innocents with activities and community outings.

Developed and manage a social media campaign for Halloween on Hillcrest, bringing more community involvement to an event that engages approximately 75,000 people.

Produced and edited motivational videos for the American Cancer Society's Making Strides Against Breast Cancer kickoff event to raise awareness and encourage fundraising.

### Hobbies

Enjoy traveling and sharing my experiences as a Top Contributor on TripAdvisor.

Addicted to Urban Spoon and Yelp reviews for finding new and interesting restaurants.

HGTV and DIY Network feed into my desire to continuously renovate.