

**Lauren Crisci**

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Chicago, IL 60618

**EDUCATION**

PURDUE UNIVERSITY

*Bachelor of Arts, Professional Writing*

West Lafayette, IN

2019-2023

**EXPERIENCE**

Chicago, IL

09/24-Current

**All Points Public Relations**

***Lead Qualifying Associate***

- Lead Qualification & Conversion: Initiated and managed contact with leads through phone, email, and text, assessing their needs and readiness to proceed, directly supporting sales funnel progression.
- Sales Pipeline Management: Nurtured leads and drove them through the sales cycle, consistently moving prospects to the next stage and ensuring higher conversion rates.
- Client Relationship Building: Cultivated strong relationships with clients, providing timely updates, setting expectations, and contributing to successful client calls and strategy meetings.
- Cross-Functional Sales Support: Partnered with Creative, Digital, and Content teams to deliver tailored solutions and enhance the lead qualification process, ensuring seamless service integration.
- Account Management & Growth: Managed multiple client accounts while developing a deeper understanding of client needs, with a focus on scaling account responsibilities as expertise grew.
- Database & CRM Utilization: Leveraged CRM and sales software to track lead status, measure progress, and ensure timely follow-up, maintaining a high level of organization and data accuracy.

**Hope Magazine**

Muncie, IN

***Social Media Marketing Intern***

01/2023 - 06/2023

- Developed and executed engaging social media content strategies to increase brand awareness and audience engagement across multiple platforms (e.g., Instagram, Facebook, Twitter, LinkedIn). Increased engagement across platforms by 13%.
- Utilized analytics tools (e.g., Google Analytics) to track and report on key performance metrics, providing insights and recommendations for optimization.
- Supported the marketing team with additional tasks, including email marketing, SEO optimization, and website content updates. Conducted audience research to better understand demographics, preferences, and behaviors, informing content creation and marketing strategies. Managed the magazine's social media calendar, scheduling, and publishing posts to maximize reach and engagement.

**Juniper on Main**

Carmel, IN

***Server***

05 /2021 – 12/2023

- Managed multiple tables simultaneously, maintaining a high level of attention to detail and organization, illustrating multitasking abilities and time management.
- Assisted with menu recommendations, upselling items based on customer preferences and specials, effectively utilizing persuasive techniques to increase sales.
- Analyzed customer feedback to improve service delivery and drive sales, demonstrating analytical skills and a focus on continuous improvement.

**SKILLS**

- Microsoft Office Suite: Proficient in Word, Excel, PowerPoint, and Outlook.
- CRM's such as Zoho, FRM & Franconnect. Asana, Slack, Monday.com.
- Graphic Design: Proficiency in graphic design tools like Adobe Illustrator, Adobe InDesign, and Canva
- Google Suite: Proficient with Google Docs, Slides, Sheets, Analytics

**VOLUNTEER WORK**

- Prevail, Inc.- A shelter for domestic abuse victims in Noblesville, IN. Donated essential resources, created blankets for the women and children, helped with administrative tasks/ staff needs.

