

# LAUREN TREIBER

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## **EDUCATION**

**University of Kentucky** *Fall 2020 - Spring 2024*

Bachelor of Arts in Integrated Strategic Communication with Specialization in Public Relations

Minor in Digital Media & Design

GPA: 3.83 (Magna Cum Laude)

## **PROFESSIONAL & TECHNICAL SKILLS**

Organization | Time Management | Leadership | Communication | Problem Solving | Teamwork | Adaptability | Flexibility | Adobe Suite | Google Suite | Microsoft Suite | Canva | Social Media

## **WORK & LEADERSHIP EXPERIENCE**

### **Equine Farm Manager and Instructor**

Clean Sweep Farm, Milton, WI

*May 2023 - Present*

- Procurement and management of equine supplies
- Strategic planning and coordination of training and competition schedules (weekly, monthly, and annually)
- Primary caretaker for elite equine athletes, ensuring optimal health and performance
- Instruct riders across all age groups and skill levels
- Communicate with clients and industry professionals to drive equine sales and business growth

### **Event Coordination Intern**

Bit by Bit Events, Lexington, KY

*January 2024 - May 2024*

- Monitored and responded to emails
- Rebranded and developed marketing material (flyers, socials, contact lists, etc.)
- Published blogs on the company website and submitted weddings to bridal magazines to garner media coverage
- Attended weekly client/vendor meetings
- Assisted with events to ensure they run smoothly

### **Public Relations Intern**

3D Public Relations and Marketing, New York, NY

*June 2023 - August 2023*

- Drafted client facing notes and clipped press and influencer coverage
- Monitored social and press coverage, sharing with internal and external teams
- Pulled together wide and local media lists
- Drafted pitches, including key brand and product information

### **University of Kentucky Campus Content Manager & Community Specialist**

Bumble, Austin, TX

*August 2022 - May 2024*

- Empowered students to foster genuine connections and create meaningful impact in the community
- Hosted events on campus and executed marketing stunts
- Created social media and advertising content
- Worked with local businesses to host events

## **ADDITIONAL EXPERIENCE & ACHIEVEMENTS**

- American Saddlebred Association of Wisconsin Board Member - Social Media and Events Chair
- Delta Delta Delta Director of Administration (Secretary) - University of Kentucky Delta Rho Chapter
- Elected & Served on an Interview Committee - University of Kentucky Delta Rho Chapter
- Delta Delta Delta Points and Involvement Chair - University of Kentucky Delta Rho Chapter