

LAUREN DAVIES

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Education

Boston University, College of Communications

Bachelor of Science in Communications, Advertising Concentration
Minor in Psychology

Boston, Massachusetts
May 2020

Professional Experience

Gold Star Hockey

Community Relations Marketing Manager

Remote
Nov 2020 - Present

- Utilize digital channels to engineer and implement “Hockey is for Everyone” NHL awareness campaigns targeting Hockey Fights Cancer, Movember, and additional community impact initiatives
- Pitch prospective partnerships and content ideations to agency leadership, remodeling agency marketing efforts to align with business objectives
- Strategize co-branded promotional opportunities with partners encouraging a strong relationship with the hockey community

National Women’s Hockey League, Connecticut Whale

Team Host

Danbury, Connecticut
Oct 2020 - Present

- Conduct interviews with players and coaching staff to be broadcasted on team social platforms
- Spearhead and facilitate interactive video executions with players to incentivize fan engagement

Social Media Marketing Intern

Oct 2020 - Present

- Collaborate in a cross-functional marketing team to draft and maintain a strategic content calendar across social media platforms, tracking and evaluating media analytics to support digital efforts
- Design, author, and launch social content daily, promoting all community, league, and stakeholder events on team social media
- Drive partnership value via partner integrations on social
- Construct a strategic creative marketing campaign outlining media efforts prior, during, and following the NWHL Bubble

SportsHosts

Content Assistant and On-App Presenter

Remote
Sept 2020 - Present

- Host in-app videos regarding marketing initiatives in collaboration with partnered creators
- Oversee internal and public-facing communications of a team of interns, editing proposed content and collateral

Sports Marketing Intern

Sept 2020 - Present

- Investigate consumer behavior in market research inquiries for partners the Brooklyn Nets and San Francisco Giants as the company approaches equity crowdfunding
- Devise and flight search-engine optimized, strategically-aligned digital content to pursue member acquisition, competitive contribution rates, and greater brand awareness

Freelance

Media Writer

Boston, Massachusetts
Sept 2019 - Dec 2019

- Updated brand image and awareness campaigns via promotional creative including consumer and B2B features and promotional video scripts

Table & Tulip

Public Relations Specialist

Boston, Massachusetts
Jan 2019 - May 2019

- Designed an integrated communication campaign of pitch letters, press releases, blog content, promotional features and additional collateral for online and offline environments to drive revenue and promote awareness of events and services
- Interpreted market research to inform strategy and brand positioning

Professional Affiliations

Women in Sports and Events (WISE)

Oct 2020 - Present

Skills

Computers: deck and presentation formatting in Microsoft Suite; Excel, SPSS, GitHub and MatLab scripting and automation; social media analytics retrieval and export; market research using Nielsen

Creative: communication writing; promotional script writing; brand, content, and social strategy; ideation of marketing tactics with creative executions; Adobe Suite, Premiere, and TikTok for Business design and automation; professional social media copy

Additional: proficient in French