Lauren E. Langley

Contact:
Nashville, TN
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LinkedIn profile
757-802-5172

Education:
Appalachian State University
Boone, NC
Bachelor of Science degree in Music Industry Studies: Marketing and Promotion
August 2019

Wake Technical Community College Raleigh, NC - **Associate of Arts degree -** March 2016

Key skills:
Classically Trained Cellist (9 years)
Event Planning (4 years)
Social Media Marketing (2 years)
Venue Marketing (4 years)
ASCAP Data Entry
Spanish Interpreter (5 years)
WordPress
Social Media Management
Email Marketing
Algorithm Research – Social Media
Google Analytics
Digital Marketing/composition
Proofreading/Copywriting
Content Management
Web Development
Blogging
Adobe Photoshop/Adobe InDesign
Adobe Creative Suite Search Engine Optimization (SEO)
Videography
Content Creation
Microsoft Excel (3 years)
Microsoft Word (4 years)
Microsoft Office (6 years)
Logic Studio Pro X (2 years)
Google Suite (1 year)
iOS · Mac OS

Summary:
Accomplished event planner, manager, marketing/promotions strategist, production assistance, ticketing (arctic/outlook/excel) marketing coordinator, musician's assistant, and studio musician currently and throughout my college career. Work very well collaboratively, and possess character assets such as conviction, honesty, willingness, discipline, patience/perseverance, awareness, enthusiasm, optimism, leadership, with exceptional professional conduct. Cellist with Appalachian State University Symphony Orchestra and Frank W. Cox HS Symphony Orchestra, able to play in both formal and informal settings.

Professional Experience:

Nashville, TN

Oct 2020 -Aug 2021 – **Music Unlimited Entertainment LLC** – Contract Part-Time –*Marketing/Promotions Coordinator and Social Media Strategist/ Event Services Manager,* Supervision, and training of Interns, presented marketing analysis to clients, Developed comprehensive Social Marketing Process Guide. Consulted with Event venue management
2020-2021 – **The Wilson Brothers -** *Artist Assistant* - ASCAP data entry, scheduling studio session, videography, created excel data base of songwriters, concerts, venues
2021 – **First Watch** – Restaurant
2021 – **Tend** – Event Staffing and set-up

Raleigh, NC

2015-2019: **North Carolina Symphony** - *Lead Marketing Supervisor, Full Time Marketing and Audience Development Intern, Part time Marketing and Audience Development Intern, Volunteer/ Internship Summerfest*, Audience Diversity Research, Script Editing, Single Ticket Rankings Calculating Archiving and Updating, Reporting, Ticket ranking calculations (3 Internships and one volunteer position)
2015-2018: **Live Nation** – Street Team, concert sales, software use customer assistance, production assistance
2015: **Intern with Deep South Entertainment** -Assisted with artists bookings, social media, and marketing campaigns
2019-2020: **Retail**-Target and Home Depot

Boone, NC

2018-2019: **Production Assistant** with the Schafer Center for the Performing Arts (Appalachian State University)
2018-2019: **Marketing Representative Intern** for the Boone Saloon
2018-2019: **Front Desk Reception** - Holiday Inn – Blowing Rock NC