

LAUREN GALLICK

Content Creator

☎ (248) 981-3258

✉ LaurenGallickPhotography@gmail.com

🌐 www.LaurenGallick.com

📍 Macomb, Mi

EDUCATION

Bachelor of Arts

University of Sioux Falls

2017-2021

Major: Media Marketing

Minor: Photography

GPA: 3.6, Major: 4.0

EXPERTISE

Copywriting

Collaborative Team Member

Videography

Social Media Management Tools

Adobe Creative Suite Programs

Graphic Design

Google Analytics

ACCOMPLISHMENTS

Carolyn Cleveland Artistic Talent Award

Academic All-American (2 times)

Graphic Design Student of the Year 2021

DOBI - 3x Best In Class Award Winner

ABOUT ME

As a highly skilled and results-driven professional with over 5 years of experience in media marketing and content creation, I have a proven track record of success in photography, videography, and marketing. My background combined with my passion for trending topics and my eye for content have enabled me to reach where I am today. I am committed to delivering high-quality results, collaborating with teams, and exceeding expectations.

WORK EXPERIENCE

January 2023 - August 2023

DOBI Real Estate | Birmingham, MI

Affiliated Businesses: 22 Title, Brass Lending, Alliance Title

Social Media Coordinator

- Capture and edit all in-house photography for brand and agent use including HOUR Magazine publications, headshots, and brand assets.
- Manage photography & videography calendars, workflow and resources to streamline internal processes.
- Lead trainings and create best-practice guides to further train & educate agents in social media, photo and video to enhance their business objectives and meet their marketing goals.
- Manage and execute day-to-day social media operations for DOBI Real Estate and affiliated in-house brands including Alliance Title, 22 Title, Brass Lending and executive leadership on all relevant platforms.
- Define and execute multiple social media strategies to exceed marketing objectives for all managed brands.
- Concept and write original content across social channels, ensuring tone and voice consistency amongst different brands and channels, while keeping social media best practices, trends, and latest channel capabilities in mind.
- Identify opportunities and brands within the industry to cross-promote and develop long-term partnerships.
- Manage analytics, reporting, and dashboards; provide analysis and insights around the performance of all social media engagement.
- Provide strategic counsel for DOBI real estate agents to advise on social media and content strategies (i.e. how to create, maintain and/or grow influence on new and existing social networks).
- Design and produce a wide array of digital and printed materials including photography, videography, animations & infographics.

May 2021 - January 2023

DOBI Real Estate | Birmingham, MI

Content Coordinator

- Design and produce a wide array of digital and printed materials including photography, videography, animations & infographics.
- Advise on branding concepts & best practices for digital and printed marketing materials.
- Lead photography efforts for brand assets & paid marketing packages for DOBI agents.
- Identify and coordinate photography and video shoot locations to fit brand need and vision.
- Capture and edit all in-house photography for brand and agent use including HOUR Magazine publications, headshots, and brand assets.
- Manage photography & videography calendars, workflow and resources to streamline internal processes.
- Create trainings and best-practice guides to further the train & educate real estate agents in social media, photo and video to enhance their business objectives and meet their marketing goals.

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WORK EXPERIENCE

May 2019 - August 2019 & May 2020 - December 2020
DOBI Real Estate | Birmingham, MI

Media Marketing Intern

- Developed strategy for creative advertising campaigns including messaging, imagery, and design
- Managed and created content for DOBI agent's social media accounts using a variety of channels including Instagram, Facebook, and LinkedIn
- Assisted with marketing materials for DOBI brand guidelines
- Created posts for agent events and promotional opportunities

August 2018 - May 2021
University of Sioux Falls Swim Team | Sioux Falls, South Dakota

Social Media Manager

- Developed strategy for creative advertising campaigns including messaging, imagery, and design
- Managed and created content for USF Swim Team's Facebook and Instagram.
- Professional photographer for all team photos, social media e-blasts, and video content
- Oversaw marketing materials to ensure alignment to USF brand guidelines
- Managed social media page dedicated to marketing recruiting new talent and promotion of events
- Responsible for managing social media content to increase engagement and followers
- Served as Swim Team Manager from 2020 - 2021, and swam competitively 2018-2019

EDUCATION

August 2017 - May 2023
University of Sioux Falls | Sioux Falls, South Dakota

Focus in Media Marketing, Minor in Photography,

During my time as a student at the University of Sioux Falls, I pursued a Bachelor's degree in Media Marketing with a minor in Photography. As a Social Media Intern for the USF Swim Team, I developed advertising campaigns, managed social media accounts, and oversaw marketing materials to ensure alignment with the USF brand guidelines. Additionally, I served as a swim team manager and competed as a swimmer. This experience honed my skills in project management, social media management, and public relations.