



LAUREN COLBERT

creative professional • marketing strategist

CONTACT

E-mail: laurencolbertmedia@gmail.com
Cell: (317) 656-9525
laurencolbertmedia.com

EDUCATION

Indiana University '20

B.A. Media, Concentration in Advertising, Specialization in Media Research
Minors in Marketing, Entrepreneurship and Psychology

REFERENCES

Sam Hirt

Camp Tecumseh Marketing Director
Phone: (765) 564-2898 ext. 313
Email: samh@camptecumseh.org

Mandy McGhee

IU Rec Sports Marketing Director
Phone: (812) 855-1545
Email: mandmcgh@indiana.edu

EXPERIENCE

Indiana University Recreational Sports

Photo/Video Lead (2019-present)

- Coordinated Photo/Video Team of student photographers and videographers
- Developed Lightroom Preset for unified marketing aesthetic
- Led weekly meetings and assigned tasks to Photo/Video Team
- Attended routine meetings with full-time marketing staff
- Communicated regularly with department heads and Pro-Staff

Photographer/Videographer (2017-2019)

- Awarded 2018 Marketing Employee of the Year
- Worked alongside other photographers and videographers on 6-person media team
- Covered intramurals, special events, facilities and faculty head shots
- Shot, culled and edited photos 2-3 times/week

Visit Bloomington

Videographer (2019-present)

- Produced series of concept-based videos for web and social media campaigns
- Coordinated, brainstormed and set deadlines for projects with Content Coordinator
- Developed content aimed to market Bloomington, IN as a tourism destination

Camp Tecumseh YMCA

Media and Marketing Coordinator (2019)

- Trained and coordinated 3-person Summer Media Team
- Restructured team schedules and expectations for increased efficiency
- Carried out routine print ordering, multimedia projects, and Hootsuite social media management
- Developed Marketing Request Form for full-time staff usage
- Utilized Microsoft Excel in organizing and filtering alumni and summer staff data

Multimedia Specialist (2016-2018)

- Worked as Camp Photographer (2016-2017) and Videographer (2018)
- Produced eight 10-minute weekly videos and six 2-minute specialty videos in given summer
- Shot, culled, edited and uploaded photo galleries 4+ times/day
- Curated posts for Camp's Instagram, Facebook and Vimeo accounts

Lauren Colbert Media

Owner (2014-present)

- Provided photo and video production services for 60+ clients throughout Indiana
- Served organizations such as the WNBA, Bluetique, Bronze + Glow and Salon Forte
- Managed business Instagram and utilized audience analytics to increase engagement
- Created website and utilized SEO for online portfolio with business information

SKILLS

Adobe Creative Cloud

DSLR Photography/Videography

Social Media Management

Spread & Graphic Design

Microsoft Office Suite

Creative Thinker

Mission-Driven Leader

Adaptable Learner

Team Player

Visual Storyteller