

# LAURA POWERS

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Driven, organized, and adaptable marketing/communication professional with proven experience in the fields of marketing, media relations, and communication, with demonstrated performance in advancing organizational goals through multi-media solutions.

## EXPERIENCE

### ASSISTANT DIRECTOR, MARKETING AND COMMUNICATIONS,

JUNE 2019 – PRESENT

COLLEGE OF SCIENCE, GEORGE MASON UNIVERSITY

- Contribute to the creation and evolution of the college's marketing and communications strategy including the facilitation of strategy implementation.
- Write and edit digital communications for the college website, internal newsletter, email marketing, and social media to establish the college as a premier research and education institution.
- Contribute to and maintain web content after playing a key role in a complete website overhaul from WordPress to Drupal.
- Generate strategic social media campaigns to communicate major college initiatives.
- Work with the Assistant Dean of Strategic Communications to develop and operationalize analytic analyses to measure marketing ROI and identify new opportunities and audiences.
- Coordinate the day-to-day implementation, meetings, and task completion of the college's marketing and communications project portfolio in collaboration with the Assistant Dean of Strategic Communications and other leadership of the college's departments and programs.
- Work with College of Science and Mason-wide marketing and communication teams, leadership, and department communicators, and any outside partners to produce graphics, content, and other print and digital creative marketing materials.
- Assign work tasks to and provide training for student wage staff supporting the marketing and communication function.

### MARKETING COORDINATOR,

SEPTEMBER 2014 – JUNE 2019

COLLEGE OF HUMANITIES AND SOCIAL SCIENCE, GEORGE MASON UNIVERSITY

- Advised college departments and programs in developing and implementing marketing strategies and priorities, including social media, digital advertising, email communications, and print.
- Created written content, including articles on students, alumni, events, and faculty research, to promote the college to prospective students through web, email, and social media.
- Leveraged and supported department and program events for student recruitment. Increased enrollment nine percent from Fall 2018 to Fall 2019.
- Developed, implemented, and maintained email communications to prospective graduate students at all phases of the recruitment cycle.
- Tracked and analyzed data via Google Analytics and MicroStrategy to inform marketing strategies and prioritize new initiatives with college and department constituents.

MEDIA STRATEGIST, CEDAR CREST COLLEGE

AUGUST 2010 – AUGUST 2014

- Created and coordinated the delivery of print and web projects requested by academic and administrative departments on campus.
- Created press releases and other media content to support the college's marketing efforts.
- Promoted campus events to the public via media and advertising materials.
- Coordinated with a freelance editor and graphic designer to produce of the college's quarterly alumni publication, *Exchange*, while also writing articles and assuring the story list reflected college initiatives and brand.
- Supported the Chief Marketing Officer in creating advertising plans and marketing strategies for general college initiatives as well as individual academic programs through vendor meetings, content creation, collaboration with college departments, and coordination with the college's graphic designer and digital media strategist.
- Prepared departmental budget, tracked expenses, and analyzed variances.
- Liaised between the college and potential advertising outlets.

**WEB CONTENT WRITER, YELL ADWORKS**

**APRIL 2010 – AUGUST 2010**

- Created content for company websites sold by Yellowbook to enhance their presence online and improve market penetration.
- Specialized in search engine optimization (SEO) writing style in order to improve website hits.

**WEB CONTENT WRITER, ASPIRE CAREER NETWORK**

**OCTOBER 2009 – APRIL 2010**

- Wrote and edited web content for InterviewBest, a web-based career management service.
- Created press releases, news articles, and other written material.

**ADVERTISING SALES REPRESENTATIVE, GLOBAL SPORTS PUBLICATION**

**JUNE 2009 – OCTOBER 2009**

- Provided inside sales and marketing for university and professional sports teams' game day programs.
- Balanced multiple sales projects to maximize potential sales, averaging 250 calls per day.

**FREELANCE WRITER, PITT MAGAZINE**

**APRIL 2009 – JULY 2010**

- Wrote articles, book reviews, and other short features for publication in the University of Pittsburgh's alumni magazine.

**EDUCATION**

**MASTER OF ARTS, GEORGE MASON UNIVERSITY**

**MAY 2021**

Communication, *Summa cum laude*

- Member of Phi Kappa Phi and Pi Gamma Mu Honor Societies

**BACHELOR OF ARTS, UNIVERSITY OF PITTSBURGH**

**APRIL 2009**

Communication and English (journalism track), *Cum laude*

**SKILLS**

- Writing/editing
- Copywriting
- Google analytics and similar platforms
- Social media (Facebook, Twitter, Instagram, LinkedIn)
- Web content creation and digital outreach
- Project management