

# Lauren Callaghan

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## WORK EXPERIENCE

### New Moms | newmoms.org

*Development & Communications Manager*

**January 2020 – Present**

*Chicago, IL*

- Strategizes and executes communications work plan and external marketing strategy, including graphic design, written content, and video production for annual fundraising appeals, social media, email marketing, website, and print communications. Upholds and reinforces branding guidelines across organization. Supervises Marketing & Communications Coordinator in execution of various work plan tasks.
  - Streamlined website design to increase SEO. Acquired 96,572 new visitors from 2020 – 2022 (source: Google Analytics).
  - Created 50+ email campaigns and helped gain 309 new subscribers from 2020 – 2022 (source: Constant Contact).
  - Increased social media posting frequency and improved design and copy, gaining 804 new Facebook page likes and 238 new Instagram followers from 2020 – 2022 (source: Facebook).
- Manages, trains, and upholds best practices in donor database (Salesforce CRM).
  - Combining the communications improvements above, donation platform enhancements below, and Salesforce optimization, I helped increase our donor pool by 1,701 new donors from 2020 – 2022 (source: Salesforce).
- Manages donor communications and web-based donation platform (Qgiv).

*Development & Database Coordinator*

**March 2017 – December 2019**

- Produced written and graphic content for all communications: social media, newsletters, annual reports, etc.
- Managed website, donor CRM, and social media platforms.
- Created anniversary interview project: interviewed thirty-five stakeholders, wrote and edited narratives, designed storybook, and led production of a video premiered at 35<sup>th</sup> anniversary gala (October 2018).

*Administrative Coordinator*

**September 2016 – March 2017**

- Supported and represented CEO in written and oral communications: emails, letters, and phone calls.
- Managed in-kind donation solicitation of 30+ organizations.
- Managed front desk: assisted guests, answered phone calls, and scheduled front desk shifts.

### Leviathan | lvthn.com

*Administrative Assistant*

**November 2013 – April 2016**

*Chicago, IL*

- Managed and created written content for website, social media, and internal communications.
- Managed front desk: assisted guests, answered phone calls, and coordinated shipping.

## EDUCATION

### University of Wisconsin-Madison

*Bachelor of Arts in Communication Arts; Minor: Gender & Women's Studies*

**2008-2012**

*Madison, WI*

- Studied abroad in Wellington, New Zealand – Spring 2011 (Massey University)
- Volunteered and acted as editing intern for the Campus Women's Center (2008-2012)

## SKILLS & ACTIVITIES

- **Skills:** Copywriting and Copyediting, Graphic Design, Digital Storytelling, Content Marketing, Donor Database Management, Video Production and Post-Production, Project Management, Communications Strategy
- **Software:** Salesforce, Canva, Microsoft Office, WordPress, InDesign, iMovie, Final Cut Pro, Adobe Premiere/Photoshop
- **Social Media/Online Platforms:** Facebook, Facebook Ads Manager, Twitter, Instagram, Mailchimp, Constant Contact, YouTube, Vimeo, LinkedIn, TikTok, Google Ads and Analytics, Google Workspace, Slack, Vimeo
- **Additional Activities & Awards:** New Moms Spiritual Formation Site Committee Member (October 2019 – April 2020), Kellogg Nonprofit Management Course (October – December 2019), Baumhart Center Young Nonprofit Leaders Series (September – October 2020), New Moms Core Values Rockstar Award Winner (Winter 2017), New Moms Core Values Rockstar Award Winner (Winter 2020), Top Talent Institute Cohort Member (2022)