

# Lauren Moon

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## EDUCATION

### Fordham University

New York, NY

B.A. in New Media & Digital Design, Minor in Marketing | GPA: 3.7/4.0

February 2025

**Awards & Honors:** Fordham Dean's List (All Semesters), UPS Scholarship Recipient

**Certifications:** Google Analytics Certification GA4 (2025)

**Relevant Courses:** Marketing Research, Consumer Behavior, Marketing Principles, Strategic Branding, Fundamentals of Integrated Marketing Communications, Creative Coding

## EXPERIENCE

### EQTY LYFE

San Jose, CA

Marketing Intern

September 2024 - January 2025

- Designed and deployed digital content strategies, increasing website and social media traffic by over ~50% in first month
- Created 5 digital pitch decks with refined visual storytelling, promoting engagement for 50+ listed investors and partners
- Collaborated cross-functionally with design and development teams, enhancing the UX and visual branding on the company website
- Executed market research to identify differentiation strategies among 10+ competitors and guide brand messaging

### Head And Hand Communications

New York, NY

Public Relations Intern

June 2024 - September 2024

- Assembled 10+ media contact lists per client, media pitches, and PR press clips, to optimize the client's media coverage
- Developed email reports to recognize media placement, improving online visibility for luxury architects & designers
- Assisted with internal & external communications, in-person planning logistics, and vendor coordination at client events

### The Culture Club

New York, NY

Writer & Editor

March 2024 - July 2024

- Researched and synthesized insights from 5–10 digital marketing (pop culture) trends to support SEO-driven storytelling
- Interviewed online creators and translated insights into compelling customer-facing content aligned with brand values
- Partnered with editors to improve storytelling, research, and messaging workflows for broader brand engagement

## EXTRACURRICULARS

### Fordham Observer Newspaper

New York, NY

Features Writer, Photojournalist

September 2022 - July 2023

- Captured 10+ images and developed internal graphics to implement as digital prints, enhancing paper's visual storytelling
- Conducted student interview for written publication, working closely with senior editors to assist in refining drafts

### Lincoln Center Society (Admissions Office)

New York, NY

Fordham Outreach Ambassador

February 2022 – May 2023

- Supported social media advertising to showcase the Fordham experience and offer campus tips and advice
- Promoted resources & led campus tours to ~50 prospective students, amplifying the administration's efforts

## PROJECTS

### International Youth Media Summit

Los Angeles, CA

Researcher & Video Editor

August 2020 – January 2021

- Conducted global issue research to develop targeted narratives and improve the educational value of short film content
- Produced two short films on social issues to broadcast internationally, collaborating with educators and film professionals

### Senior Capstone Project, Fordham University

New York, NY

UX Designer & Researcher

August 2024 - December 2024

- Led market research initiatives to analyze specific student needs and habits, producing survey instruments/data analysis
- Designed an app prototype using Figma, focused on user experience, engagement, and storytelling through visual design

## SKILLS & INTERESTS

**Skills:** Canva, Adobe Creative Suite (Photoshop), Google Sheets, Google Analytics 4, Microsoft Office Suite (Excel, PowerPoint), Figma (Software), Market Research, Basic HTML/CSS

**Language:** Conversational Korean, Basic Spanish

**Interests:** Entrepreneurship, Data Storytelling, Content Creation, Photography, Product Marketing, Digital Design, UX/UI design