

# Lauryn Coit

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## Education

San Diego State University, San Diego, Ca 2003-Present  
Business Marketing: Specialization in Integrated Marketing and Communication (IMC)

- IMC major is a business marketing major integrated with communication, advertising, and public relations

University of Barcelona, Barcelona, Spain Summer 2005  
Intensive Language Immersion

## Experience

Internship, BERKMAN, San Diego, Ca Summer 2007

- Increased client awareness through the development and distribution of promotional displays to targeted markets.
- Prepared and managed targeted contact lists and editorial calendars to meet client needs
- Monitored client media coverage, industry news, trends and competitor activities
- Created various promotional and informational pieces such as press releases, media pitches, event planning and displays

Internship, A.G. Edwards & Sons, La Jolla, Ca Nov.06-Jan.07

- Set up appointments with potential client corporations to increase clientele base
- Ensured positive communication with current clients through organizing and assisting in quarterly meetings

Internship, Viacom-MTV Networks, New York, NY Summer 2006

- Worked in the Integrated Marketing Department aiding account managers in preparing decks and proposals for clients and updated team through compilation of Trades
- Created and presented an original mobile marketing proposal to top executives

Administrative Assistant, Coit Financial Group, Walnut Creek, Ca Summer 2001,2003,2004

- Prepared financial documents for client meetings, effectively providing valuable information regarding investments
- Organized reports regarding new investments to sustain proper and effective business operations

Server/Hostess, Ha's Restaurant, Danville, Ca Summer 2002

- Maintained successful functioning of the restaurant by organizing and serving customer needs, ensuring positive customer relations

## Community Activities

Alpha Chi Omega, Gamma Nu Chapter 2003-2007

- Aided in organization of chapter's participation in numerous philanthropic events
- Planned and organized social and ritual events

Paradosis-Greek leadership and philanthropic organization 2004-2007

- Vice President, 2005, aided in planning and running meeting and organizing philanthropic activities
- New member educator, 2004, guided my peers through first semester and initiation process.

San Diego State Outreach Coordinator of Challenge X  
Fall 2007

- Lead team in creating and implementing an original marketing and communications plan for San Diego State's alternative fuel vehicle