

# LAUREN MOELLER

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## EDUCATION

### Vanderbilt University – Owen Graduate School of Management

Nashville, TN

*Master of Marketing Candidate*

May 2025

- Commenced the master's program August 2024
- Current Coursework: Pricing Strategies, Quant Methods for Marketing, Selling Strategy, Developing the Marketing Plan
- Completed Coursework: Advanced Marketing Management, Consumer Behavior, New Product Development, Marketing for Statistics, Marketing Communications: Advertising, Digital Marketing, Retailing, Consumer Insights
- Joined Owen Women's Business Association

### Southern Illinois University – College Business & Analytics

Carbondale, IL

*Bachelor of Science*

May 2024

Majors: Marketing & Finance, Minor: Accounting

- Awarded *magna cum laude* for achieving a GPA of 3.876
- Awards and/or Honors: Beta Gamma Sigma Business Honor Society, Phi Kappa Phi Honor Society, Outstanding Senior in Marketing, Dean's List 8 of 8 semesters
- Relevant Coursework: Marketing Research and Analytics, Marketing Strategy, Digital Marketing, Brand Management
- Research Project: Performed research for local business Juice Cap by collecting primary data using Qualtrics, analyzing and interpreting statistical responses using SPSS, and presenting findings to the client.

## INTERCOLLEGIATE ATHLETICS

### Southern Illinois University – Swimming

2020-2024

- Trained 20 hours per week in the pool and in the weight room while maintaining a full course load
- Voted Team Captain for the 2022/2023 and the 2023/2024 seasons
- Missouri Valley Conference 2024 Board of Directors Academic Excellence Award
- 2023 Missouri Valley Conference Scholar Athlete Team
- Volunteered at university football and basketball games working concessions, selling seatbacks, and fundraising
- Under my leadership, the swim and dive team led the school in volunteer hours and impact during the 2022-2023 and 2023-2024 seasons
- Collaborated to raise over \$5,000 towards the team's training trip

## SKILLS

**Relevant Skills:** Data Analysis, Project Management, Accounting, Organization, Market Research

**Related Platforms:** Qualtrics, SPSS, Python, Excel, Canva

## EXPERIENCE

### Wahl Clipper Corporation

Sterling, IL

*Marketing Coordinator Intern – Professional Barber & Beauty Department*

Summer 2022

- Named Project Manager for Wahl's new Gold Cordless Magic Clip influencer public relations package
- Organized various accounts for Wahl Professional's Fade It Forward philanthropic program
- Successfully allocated \$40,000 in tuition funds to students in the program
- Filled Wahl Clipper gear orders for ambassador workshops

### Mallard Manufacturing

Sterling, IL

*Assembler*

Summer 2021

- Assembled components that make-up a gravity fed conveyor system
- Consistently met and surpassed the line rate expectations

## ADDITIONAL

- Certifications/Licenses: Google Analytics Certification, HubSpot Academy Content Marketing, Digital Marketing, Email Marketing, & Inbound Marketing
- Interests: Sports, Swimming, Golfing, Biking, History, Movies, Baking