

LAUREN WAGY

PUBLIC RELATIONS

SUMMARY

Public relations professional who believes the most impactful campaigns begin with understanding people. Drawn to the intersection of consumer psychology, research, and creative strategy, I enjoy transforming audience insights into authentic communications that connect with people and strengthen brands. I view public relations as both an art and a science and enjoy combining analytical thinking with creative storytelling to develop executive-ready recommendations, compelling proposals, and campaigns that leave a lasting impact.

EXPERIENCE

Ketchum Global Communications Consultancy

SUMMER 2025 FELLOW - GROWTH, BUSINESS DEVELOPMENT

Jun 2025-Aug 2025

- Developed RFI and RFP responses by drafting, editing, and maintaining proposal content that aligned client objectives with agency capabilities, contributing to competitive new business pursuits.
- Synthesized client, industry, and competitive research into strategic recommendations that strengthened pitch positioning and informed business development strategy.
- Produced executive-ready pitch theater presentations and client dossiers, transforming client and market research into compelling narratives that contributed to three successful new business wins.
- Analyzed media coverage across national news outlets, trade publications, and digital platforms, distilling complex developments into executive briefings highlighting emerging trends, brand perception, competitive activity, and reputational risks for C-suite stakeholders.
- Managed the business development pipeline by tracking active, upcoming, and on-hold opportunities, supporting accurate forecasting and cross-functional project prioritization.
- Optimized the agency's centralized RFI and RFP knowledge base by standardizing proposal content and editing master response files, improving consistency and efficiency across submissions.

MEDIA MONITORING

Aug 2025-Nov 2025

- Monitored media coverage for a Fortune 100 company across national news outlets, industry publications, and digital platforms, synthesizing key developments into executive-ready briefings that informed C-suite leaders of emerging trends, brand mentions, and reputational risks.

Dalsin Industries – Memphis Grills

SOCIAL MEDIA MANAGEMENT INTERN

Jun 2022-Sep 2023

- Developed and executed strategic social media content through Hootsuite, increasing audience engagement by 33% through data-informed content planning.
- Drafted press releases for product launches and company award announcements, supporting brand visibility and corporate communications initiatives.
- Created integrated marketing campaigns informed by consumer insights, developing messaging that resonated with multi-generational audiences and reinforced brand objectives.

SELECT CLIENT PROJECTS

Vault Furniture

Client Consulting Project: Market Research & Campaign Strategy

- Conducted market and consumer research to identify emerging trends, audience preferences, and competitive opportunities.
- Developed a strategic marketing campaign with actionable implementation recommendations aligned with business objectives.
- Evaluated the company's social media presence and provided recommendations to strengthen audience engagement and brand positioning.

Illinois Union of the Homeless

Volunteer: Social Media & Advocacy Campaign

- Developed strategic social media recommendations to increase audience engagement and strengthen the organization's digital presence.
- Contributed communications and campaign strategy ideas supporting the Bring Chicago Home initiative, helping shape messaging and public outreach efforts.
- Collaborated with organizers and board members to align campaign objectives, discuss strategic priorities, and support ongoing advocacy initiatives.

Sephora

Client Consulting Project – Brand Strategy

- Synthesized consumer insights, market trends, and competitive positioning to develop a strategic brand campaign.
- Designed and presented an integrated communications campaign for Sephora's Accelerate Program, translating research into actionable marketing recommendations.

CONTACT

651-492-7203

Lwagy1@depaul.edu

LinkedIn <https://www.linkedin.com/in/lauren-wagy/>

Portfolio <https://lwagy94.wixsite.com/lauren-wagy-portfolio-2>

Chicago, IL

EDUCATION

MASTERS PUBLIC RELATIONS & ADVERTISING

DePaul University Sept 2023- June 2025

BACHELORS PUBLIC RELATIONS & ADVERTISING

DePaul University Sept 2021 - June 2023

Member of PRSSA

Member of DePaul Ad Society

SKILLS

- Rapid Adaption & Implementation
- Identifying others' strengths and weaknesses and leveraging both.
- Strong project and time management skills
- Collaborative/Cross-Functional
- Thrive in fast-paced environments
- Identifying "Big Picture" ideas with a focus on Detail