

LAUREN WAGY

PUBLIC RELATIONS

CONTACT



651-492-7203



Lwagy1@depaul.edu



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



<https://lwagy94.wixsite.com/lauren-wagy-portfo-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

SUMMARY

Driven by my passion for connecting with people and exploring diverse solutions to problems, I aim to use my curiosity and creativity to help brands engage their audiences and craft compelling campaign narratives. With experience in market research, uncovering authentic insights, and contributing to integrated campaigns for both brands and advocacy groups, I bring a blend of creativity, strategic execution, and leadership to every team.

DEPAUL PROJECTS & CLIENTS

Vault Furniture

Course Credit: research & campaign development

- Complied research on market trends and consumer insights
- Developed campaign and provided advice on implementation
- Provided insight into the company's social media accounts

Illinois Union of the Homeless

Volunteer: social media & campaign development

- Assisted in social media content for the organization
- Developed ideas for the Bring Chicago Home campaign
- Attended meetings with organizers and board members

Sephora

Course Credit: research & campaign development

- Complied research on consumer insights & market position
- Developed & pitched a campaign for the Accelerate Program

EXPERIENCE

Dalsin Industries – Memphis Grills

June 2022-Sept 2022

SOCIAL MEDIA MANAGEMENT INTERN

- Developed content for social media accounts, Instagram, Facebook, and X.
- Wrote press releases for product and award announcements.
- Worked with the Director of Social Media and the General Manager to develop campaign strategies.

Prime Therapeutics

May 2017-Aug 2018

MEDICAID CLINICAL REVIEW TECHNICIAN

- Entered authorizations for medication approvals following specific detailing criteria.
- Worked with multiple clients daily and learned implementations that constantly changed
- Managed multiple client request queues.

Starbucks

Jan 2013-Jan 2018

SHIFT SUPERVISOR/TRAINER

- Managed day-to-day operations and inventory, responsible for appropriate staffing levels.
- Set and followed tasks promptly while completing other company requirements and engaging with customers.
- Oversaw barista training program for multiple locations, and increased employee retention by 40%.