

LAUREN COVALUCCI

ABOUT

I am an incisive, creative communicator interested in planning and executing excellent marketing strategy. I have experience managing social media programs, editing and writing both academic and marketing communications, and analyzing complex data to make evidence-driven decisions.

EDUCATION

AB, Philosophy, May 2014
Harvard University
Senior thesis writer with departmental high honors and extensive creative writing coursework

SKILLS

Adobe Creative Suite
Adobe Experience Manager
Google Analytics
Hootsuite
Twitter and LinkedIn Analytics
Salesforce
Wordpress

PUBLICATIONS

Moghaddam, F. M., & Covalucci, L. (2016). Macro, Meso, and Micro Creativity: The Role of Cultural Carriers. In *The Palgrave Handbook of Creativity and Culture Research* (pp.721-741). Palgrave Macmillan UK.

LET'S TALK

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EXPERIENCE

Business Development and Marketing Coordinator
NERA Economic Consulting – Washington, DC
July 2017 – present

- Created and implemented a company-wide social media program that emphasized existing content and consultant participation
- Wrote marketing content that consistently “exceeded expectations” for social media, website, press releases, and other collateral to highlight the firm’s accomplishments
- Mentored junior coordinators in writing, analytics, and social media management
- Analyzed data from company website and social media platforms to provide insights and develop best practices
- Conducted in-depth research on potential client markets and suggested outreach tactics
- Staffed high-stakes events by greeting and assisting guests, troubleshooting, and liaising with venues

Business Development Associate
mProve Health – Arlington, VA
February 2016 – July 2017

- Wrote and produced winning proposals
- Tripled Twitter follower base and expanded company website
- Constructed Salesforce reports and visual models of sales data
- Wrote and promoted thought leadership on industry trends

Editorial Manuscript Coordinator
American Psychological Association – Washington, DC
June 2014 – February 2016

- Assisted leading psychologist with their editorial duties for APA journals
- Participated in redesign and direction-setting for APA’s flagship journal, *American Psychologist*
- Developed and led anti-plagiarism technology training programs
- Constructed reports and departmental training documentation