



LAUREN MILLER

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PROFESSIONAL SUMMARY

Motivated and detail-oriented professional with a Bachelor's degree in Communication and Information Sciences and minors in Advertising, Public Relations, and General Business. Experienced in event management, project coordination, and hospitality operations, with a proven ability to manage logistics for large-scale events and deliver exceptional guest experiences. Skilled in building strong client relationships, balancing multiple priorities in fast-paced environments. Passionate about advancing a career in event management and brand experiences.

SKILLS & EXPERTISE

Event Management & Operations

- Event Planning & Logistics
- Client & Vendor Relations
- Project & Budget Management

Communication & Collaboration

- Strong interpersonal, written, and verbal communication
- Ability to work independently and collaboratively in team environments
- Detail-oriented with proven ability to thrive under tight deadlines

Technical Proficiency

- Microsoft Office Suite | Canva | Adobe Creative Suite
- Wrike | Kronos | Concur | Jonas

EDUCATION

The University of Alabama

Graduated 2025

- Bachelor of Arts in Communication Studies
- Minors in General Business, Public Relations, & Advertisement

WORK HISTORY

Charter Research: Event Coordinator

3/2026-Present

- Plan, produce, and execute high-impact community events designed to generate qualified leads and support clinical trial recruitment initiatives
- Research and interpret clinical study protocols to identify target audiences and develop strategic event concepts tailored to each study
- Lead on-site event execution, including setup, staffing coordination, vendor management, and guest engagement, ensuring a professional and seamless experience
- Serve as a brand ambassador and public speaker at events, delivering presentations to individuals and large audiences on clinical research opportunities
- Collaborate cross-functionally with Marketing and Recruitment teams to align event strategy, messaging, and follow-up processes
- Track and analyze event performance metrics including attendance, conversion rates, cost per lead, and prescreen scheduling to optimize future events
- Develop and implement strategies to scale event volume, frequency, and attendance while improving overall ROI
- Support post-event recruitment efforts, including follow-up communications and participant outreach
- Contribute to broader marketing and recruitment initiatives, providing operational and strategic support as needed

Golden Ocala Golf & Equestrian Club: Event Manager

10/2025-3/2026

- Managed planning and execution of high-end weddings, private events, and corporate functions at a luxury equestrian club
- Directed cross-functional teams across culinary, service, and operations to deliver seamless large-scale events
- Developed pricing proposals, contracts, and event budgets while ensuring financial accuracy and profitability
- Created operational event documentation, including detailed BEOs to align all departments on logistics and execution
- Designed a comprehensive wedding planning guide to improve client experience and streamline internal processes
- Coordinated vendors, rentals, transportation, décor, and guest services for complex multi-component events
- Supervised event setups and live event execution to maintain service excellence and guest satisfaction
- Strengthened vendor and client relationships to support continued event bookings and community engagement

Universal Orlando Resort: Event Management Intern

1/2025-8/2025

- Provide logistical and administrative support for Universal Epic Universe Grand Opening Celebration
- Assisted Event Managers with planning, coordination, and on-site execution of events, such as the opening of Universal Terra Luna Resort and Taste of Universal
- Create and manage detailed talent and executive itineraries
- Maintain and track talent budget sheets and submit accurate expense reports
- Manage hospitality suite operations for Epic Universe Grand Opening, overseeing guest credential pickup and experience inquiries
- Coordinate RSVPs and assist high-profile guests with travel logistics, including hotel bookings and modifications
- Review and approve outgoing guest communications, ensuring accuracy and professionalism
- Weekly reviews for content format on website and emails, ensuring accuracy for all event attendees for Universal Epic Universe Grand Opening
- Designed Halloween Horror Nights R.I.P. mock tour credentials for the Premium Experiences Team
- Developed a 600+ slide comprehensive deck outlining holiday incentives, express passes, VIP tours, and celebration packages across multiple theme parks (Universal, Disney, SeaWorld, Dollywood, and others)
- Drafted and distributed post-event recap emails to management, highlighting key takeaways and successes
- Served as a point of contact for clients, answering questions regarding upcoming events and providing timely support
- Collected guaranteed guest counts from clients and relayed information to catering teams to ensure accurate food preparation and service

Taco Mama: Front of House & Bartender

9/2023-12/2024

- Worked full-time and part-time while in college

WORK HISTORY CONTINUED

Brunner: Project Management Intern

06/2024-08/2024

- Generated project schedules and timelines tailored to customer requirements and supplier capabilities
- Aligned brand strategy across social media, website, and online storefront, ensuring a cohesive customer experience
- Oversaw website development and verified functionality aligned with customer needs, acted as a liaison between web developers and customers to ensure the website met their functionality, appearance, and content aligned with the brand strategy
- Collaborated with customer brand teams to analyze storefront metrics, including demographics, visual appeal, and overall experience, to identify opportunities to boost engagement, enhance brand loyalty, drive sales, and apply scientific evidence to inform decisions regarding storefront performance

Alabama Division II: Director of Marketing

8/2022-2/2023

- Identified and gained support from local companies to donate and sponsor the hockey team in order for them to afford travel, skate time, and hotels
- Assisted with lights and scoreboard management during home games

Kellogg: Military Sales Student Support

12/2021-5/2023

- Verified the accuracy of marketing and sales invoices and processed payments
- Served as liaison between broker agency and sales teams
- Created and processed purchase orders for marketing activity
- Helped approve coupons, posters, and banners before shipment

Hospitality & Food Services Roles: Various Employers

2018-2023

- Superica, Baraonda Ristorante, Taqueria Tsunami, Chick-Fil-A

