

LAURETTE SELLECK

MARKETING

303.349.0734

LMSELLECK@GMAIL.COM

WWW.LAURETTESELLECK.COM

1975 MILE HIGH STADIUM CIR,
DENVER, CO 80204

SKILLS

PROFICIENT IN ADOBE CREATIVE CLOUD APPLICATIONS

PROFICIENT IN MICROSOFT OFFICE

EXCELLENT WRITTEN AND VERBAL COMMUNICATION SKILLS

EXPERIENCED IN FACEBOOK ADS

EXPERIENCED IN SELLER CENTERS

CREATIVE PROBLEM SOLVING

STRONG INTERPERSONAL SKILLS

CONFIDENT WITH SEVERAL POS SYSTEMS

EXPERIENCE IN A SALES

CONVERSATIONAL IN FRENCH

INTERESTS

DESIGNING PORTRAITS ON PROCREATE

PLAYING THE PIANO

CAPTAIN OF TWO INTRAMURAL SPORTS TEAMS

PASSION FOR THE OUTDOORS INCLUDING RUNNING, ROCK CLIMBING, SKIING, AND HAS SUMMITTED FOURTEEN COLORADO 14ERS TO DATE

ABOUT ME

Creativity has always played a large role in my life - from designing a 150 slide PowerPoint for my grandmother's birthday when I was six, to creating hundreds of duct-tape bows for my soccer team, to developing a passion for outdoor photography in high school yearbook. My keen attention to detail allows me to find innovative, out-of-the box solutions to problems.

EDUCATION

B.S STRATEGIC COMMUNICATIONS

UNIVERSITY OF COLORADO, BOULDER

AUG 2017 - MAY 2021 Emphasis in Media Design
Minors: Business, French

WORK EXPERIENCE

DECHOKER MARKETING + CREATIVE MANAGER

AUG 2021 - PRESENT Strategically conceptualizes the brand's voice, content strategy, and overall brand identity. Analyzes ad performance, adjusts budgets, and creates target audiences in Facebook Ads Manager. Creates and updates product listings in Amazon Seller Center, Walmart Seller Center, etc.

COLTIVAR MARKETING MANAGER

AUG 2020 - JUNE 2021 Managed three social media accounts on platforms including Facebook, Instagram, Twitter, and LinkedIn. Responsible for production, editing, branding, and posting of two podcasts. Regularly updated Squarespace website with blogs, whitepapers, videos, etc. Designed PowerPoint slide decks for clients.

BOULDER WEEKLY MARKETING INTERN

JAN 2020 - MAR 2020 Participated in weekly sales meetings, utilized Smart Publisher software to execute advertisement sales, and edited weekly photography shoots for various local businesses using Adobe Creative Cloud applications.

ROVER DOG WALKER

JUL 2019 - JUNE 2021 Coordinated and communicated with clients to provide companionship, food, and run/walks for their pets regularly.

NORLIN LIBRARY SECURITY SHIFT LEADER

AUG 2017 - DEC 2020 Valuable team member focused on creating a safe environment for library patrons. Provided general information about CU campus as well as responded to emergent situations, sometimes involving first responders. Responsibilities also included documenting incidents and conducting after action reviews with supervisor.

LEADERSHIP / ACTIVITIES

COLORADO OCEANS COALITION MEMBER

JAN 2019 - MAY 2020 Support citizens by encouraging them to take an active role in improving the environmental impacts and relationships between the inland, costal communities, and the ocean.

CU BEE CLUB MEMBER

JAN 2019 - MAY 2020 Education, support, and the success of bees through community outreach programs, community service projects, and on-campus activities led by our diverse group of club members.

PHI ALPHA DELTA SOCIAL MEDIA CHAIR

AUG 2018 - OCT 2019 Professional pre-law fraternity. As social chair, responsible for organizing community activities, maintaining the chapters website, and updating Instagram and Facebook.