

CONTACT

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EDUCATION

MASTER OF SCIENCE
DIGITAL COMMUNICATION
DREXEL UNIVERSITY
2018 - 2020

BACHELOR OF ARTS
MEDIA COMMUNICATION
UNIVERSITY OF DELAWARE
2014 - 2018

EXPERTISE

SOCIAL MEDIA STRATEGY
CONTENT CREATION
DIGITAL BRANDING
COMMUNITY MANAGEMENT
DIGITAL PUBLISHING

LAUREN CRUDELE



I am a digital creator with a passion for television and a knack for content creation. I convert followers to fans and transform the way brands interact with a digital audience. With my strategic and creative approach, I can help entertainment brands harness the power of social media.

WORK EXPERIENCE

SOCIAL COMMUNITY MANAGER

DIETZ AND WATSON | 02/2019 – PRESENT

- Boosted engagement rates and strengthened consumer relationship by monitoring paid ad campaigns
- Evaluated performance metrics and industry trends to optimize social media strategies
- Increased Facebook response by 45%

CREATIVE CONTENT COORDINATOR

D'ELIA DIGITAL MARKETING | 02/2021 – PRESENT

- Improved team productivity by mentoring 5 content interns and initiating weekly creative strategy brainstorming
- Planned and implemented high-quality social media content using a complex editorial calendar
- Streamlined the strategic direction for 4 clients' social media content by building detailed creative guides and measurable performance goals

DIGITAL CONTENT CREATOR

TV TO TWEET ABOUT | 4/2020 – PRESENT

- Founded and launched social media and TV blog on WordPress, Twitter, and TikTok
- Produced, wrote, and edited digital branding content, including posts, social content, logos, and digital assets
- Surpassed 121k likes on TikTok within the first month

SKILLS

COPYWRITING
SOCIAL LISTENING
EMAIL MARKETING
SEO OPTIMIZATION
COMPETITOR RESEARCH
VIDEO EDITING
DATA REPORTING
PR WRITING
A/B TESTING
TREND ANALYSIS
HOOTSUITE
SPROUT SOCIAL
ADOBE CREATIVE SUITE
FACEBOOK ADS MANAGER
GOOGLE ADWORDS
TWITTER ADS
WORDPRESS
YOUTUBE

AWARDS

WOMAN OF PROMISE
UNIVERSITY OF DELAWARE
COMMUNICATION
DEPARTMENT
JUNE 2018

CONTENT MARKETING INTERN

VIRTUA HEALTH | 12/2015 - 10/2016

- Collaborated with service lines marketing teams to develop engaging written and visually impactful print, digital, social, and public relations materials
- Evaluated project requirements and content standards for each project to produce copy in line with brand marketing goals and message strategies

LEADERSHIP EXPERIENCE

TEACHING ASSISTANT:

MEDIA COMMUNICATION DEPARTMENT

UNIVERSITY OF DELAWARE | 2/2018 – 1/2019

- Educated and tutored students in Legal Issue of the Media and TV Broadcast Programming
- Interpreted surveys to assist associate professor with research regarding TV media effects and children
- Led a course in interpersonal communication skills for 35 undergraduate students as a graduate teaching assistant

STUDENT-ATHLETE

THE NATIONAL COLLEGIATE ATHLETIC
ASSOCIATION

UNIVERSITY OF DELAWARE | 08/2014 – 06/2018

- Contributed to Division I Field Hockey Team succeeding in 4 consecutive conference championships and a National Championship
- Exceeded team expectations, displaying coachability, flexibility, and strong time-management skills; awarded Most Improved Player/Student
- Spearheaded efforts to increase team bonding; earned Blue Hen Sportsmanship Award