

LAUREN GIBSON



469-500-6950



gibsonlauren6@gmail.com



Irving, TX

OBJECTIVE

Innovative & motivated individual with experience leading study groups & managing marketing projects, including case studies & strategic branding. Recognized as a Magna Cum Laude graduate with two-time Dean's List & President's List Honoree.

EXPERIENCE

Argus IT Services

March 2025-Current

Marketing/Sales Support

Fort Worth, TX

- Spearheaded a full company rebrand, including visual identity, messaging strategy, & brand standards, resulting in increased brand consistency across all client-facing materials
- Managed the company LinkedIn presence by preparing, designing, editing and writing engaging mock-up posts
- Designed a suite of sales collateral, service one-pagers, pitch decks, & internal documents that elevated the company's professional presence & improved client engagement
- Oversaw end-to-end email marketing initiatives for B2B IT customers and managed performance analytics through Zoho One
- Collaborated closely with the VP, President, & CEO on high-priority initiatives including brand strategy & operational process improvements, demonstrating versatility & trusted multi-team support at the executive level

Daugherty Business Solutions

March 2024-December 2024

Marketing Intern

Dallas, TX

- Enhanced organizational efficiency by optimizing SharePoint training sites, improving resource accessibility for team members, & streamlining workflows
- Designed & implemented training materials to improve team understanding of company policies, networking, & internal systems
- Leveraging MS Office, Canva, & Adobe to produce visually appealing & impactful marketing assets

University of North Texas

August 2023-December 2023

Marketing TA

Denton, TX

ACADEMIC PROJECTS

Strategic Branding Proposal
Noshi

Branding Proposal – Capstone Project
Smart Fit

EDUCATION

BA in Marketing

Minor in Economics

University of North Texas

GPA: 3.9

EXPERTISE

- Marketing
 - Digital Marketing
 - Project Management
 - Email Marketing
 - Advertising Management
 - Strategic Branding
 - Case Studies
 - Zoho One
- Graphic Design
 - MS Office
 - Canva
 - Adobe Illustrator
 - SharePoint

AWARDS

- MS Excel Certification
- Google Analytics Certification
- Content Marketing Certification
- Social Media in Business Certification
- Email Marketing Certification