

Lauren Hall

San Diego, CA

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EDUCATION

University of San Diego, Knauss School of Business

Bachelor of Business Administration, Marketing & International Business (Minor)

GPA: 3.67

San Diego, CA

May 2026

EXPERIENCE:

Product Marketing Intern

September 2025 – Present

Kopari Beauty

San Diego, CA

- Support cross-functional product marketing efforts for new product launches and core SKU initiatives, contributing to timely execution and brand alignment
- Conduct in-depth competitive and trend research to identify market positioning opportunities and inform messaging strategies
- Collaborate with the marketing team to brainstorm and execute campaign concepts, ensuring cohesive brand storytelling across platforms
- Prepare reports and analyses on ingredients, trends, and product performance to support data-driven decision-making and strategic planning

Sales Associate

October 2024 – Present

Tecovas

San Diego, CA

- Build and nurture strong customer relationships, driving repeat business and reinforcing brand loyalty through personalized in-store experiences
- Utilize customer feedback and in-store interactions to identify purchasing trends, informing localized marketing and merchandising strategies
- Resolve customer issues efficiently and professionally, maintaining a high satisfaction rate that supports positive word-of-mouth and brand image
- Promote brand storytelling and product value through consultative selling techniques, enhancing customer engagement and conversion rates

Social Media Coordinator

February 2024 – July 2024

Shop Charlie Grey

Riverside, CA

- Developed and scheduled engaging content across Instagram and Facebook to promote products and strengthen brand identity
- Delivered responsive and friendly customer service by monitoring and engaging with clients through social media channels, enhancing the overall shopping experience and strengthening brand trust
- Collaborated with the owner to align content strategy with new arrivals, promotions, and seasonal campaigns
- Created eye-catching visuals and captions using Canva, maintaining a consistent aesthetic that resonated with the brand's target audience

MARKETING PROJECTS: Social Media Marketing Simulation – Stukent Simulation

Spring 2024

- Managed a virtual brand's social media accounts across Facebook, Instagram, and Twitter, testing strategies for content creation, scheduling, and ad spend
- Analyzed weekly performance metrics such as engagement rate, CPM, and CTR to adjust campaign strategies in real time
- Optimized ad targeting and budget allocation based on platform-specific performance, simulating real-world decision-making in digital marketing

SKILLS

Computer: WordPress, Canva, Social Media (Instagram, TikTok, Facebook, Twitter, LinkedIn), Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Form)