



LAUREN AYTEKIN

PROFILE

I have a Bachelor of Media and Communications, majoring in Advertising at RMIT University. I am passionate about all aspects of Marketing & Advertising, be it copywriting, being a part of a creative team, and strategy. I am organised, hard-working, and a team player. Alongside all this, I am hungry to learn and add value wherever I can.


MY FOLIO

<https://www.laurenaytekin.com/>

CONTACT INFORMATION

Phone 0447771638
Email aytekin.lauren@hotmail.com
Address 18 Alice street, Malvern, 3144,
Melbourne, Victoria.

SOCIAL MEDIA

 <https://www.linkedin.com/in/lauren-aytekin-842050190/>

WORK EXPERIENCE

- 2021- Present **Undercover Roasters - Online Marketing and Social Media Coordinator**
- Managed and coordinated Undercover Roasters, Brewhouse Coffee, Undercover Roasters HQ, and Bijoux by UCR.
 - Responsible for driving conversations via our online stores by directing traffic through the use of Facebook and Instagram Marketing.
 - Increased brand awareness for all brands and created a strong network of industry professionals and influencers.
 - Built our database of email addresses for direct marketing purposes.
 - Designed the current website for Undercover Roasters.
- 2020-2021 **Penny Scallan Design - Social Media Assistant**
- Created campaigns through Instagram for paid and contra collaborations.
 - Completed orders through Shopify.
 - Operated the Penny Scallan Design Instagram and Facebook accounts for posts, stories, and customer service.
- 2019-2020 **The Campari Group - On-premise Visual Merchandiser**
- Responsible for designing and creating attractive visual displays for Melbourne's most iconic bars and restaurants.
 - Delivered stock to bars across Victoria for brands such as Aperol, Campari, Wild Turkey, Grand Marnier, SKYY vodka and more.
 - Hosted clients, influencers and customers at the 2020 Australian Open for Aperol Australia.
 - Assisted with poster designs, menus, and detailing for bars and restaurants such as The Osbourne, Ludlow, The Albion, Portsea Hotel, Adelphi Hotel, QT hotel, and more.
- 2017-2019 **The Como Hotel Mgallery By Sofitel - Food & Beverage**
- Formally served guests in-room and in the hotel restaurant.
 - Allocated tables and guest seating using the MICROS software.
 - Organized reporting using the OPERA software.
 - Responded to customer requests, guest calls and reported to operations manager.

EDUCATION

- 2018-2020 **RMIT University**
Bachelor of communications (Advertising)
- 2011-2016 **St Michaels Grammar School**
VCE
- 2004-2010 **Malvern Central School**
Primary School

QUALIFICATIONS AND SKILLS

- The Bronze PIXEL award for copywriting at RMIT.
- Excellent skills in Microsoft Office Suite.
- Excellent skills in Adobe Suite including Photoshop, Illustrator and Indesign, and Canva.
- A Good Understanding of Shopify, Mailchimp, eBay, and More.
- Experienced with Facebook, Google, and Instagram Paid Advertising
- Professionalism and efficiency in the workplace.
- Completed: Responsible Service of Alcohol Victoria.