

LAUREN REFFUE

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Objective

Motivated senior at Lehigh University seeking an entry-level role in **Senior Living Operations or Sales**. Hands-on experience in resident programming, team coordination, and e-commerce marketing, with strong communication skills, an energetic and coachable mindset, and the ability to thrive in fast-paced, people-centered environments.

EDUCATION

LEHIGH UNIVERSITY

Bachelor of Arts in Journalism & Marketing, GPA: 3.73/4.00; Major GPA: 3.93/4.00

Bethlehem, PA

Aug'24 – May'26

Course work

Solutions Journalism Project – Lehigh University Medical Amnesty

Collected and analyzed survey and interview data on campus Medical Amnesty policy, created visualizations, proposed improvements, and published findings on a project website

Lehigh in Belgium – Global Marketing Program

Completed a one-month experiential global marketing program in Leuven, Belgium, conducting research, engaging with European businesses, and gaining cross-cultural insights

DENISON UNIVERSITY

Bachelor of Arts in Communications, GPA: 3.22/4.00

Granville, OH

Aug'22 – May'24

PROFESSIONAL EXPERIENCE

ERICKSON SENIOR LIVING

Memory Care Activities Coordinator

Hingham, MA

Jun'22 – Present

- Facilitated 15+ structured and impromptu weekly programs for individuals and groups, enhancing resident engagement and contributing to a 15% increase in program attendance over six months
- Partnered with team members, community groups, to deliver therapeutic activities, resulting in a 20% improvement in surveys

REMI

Founder

Hingham, MA

Jun'25 – present

- Founded REMIA, an AI-powered reminiscence platform that creates daily personalized newsletters for dementia patients
- Led a small team while developing a product vision, investor pitch materials, and a working MVP

PETS 52

Marketing & PR Internship

Hingham, MA

May'25 – Aug'25

- Managed 15 Instagram posts for a pet brand, growing follower engagement by 25% and increased traffic to product pages
- Assisted with targeted email campaigns for a product launch, reaching 500+ subscribers and driving a 10% conversion rate.

PUREMIDIFIER

Communication Intern

Hingham, MA

Jun'24 – Aug'24

- Supported early-stage launch operations for a new air purifier product, contributing to a 25% increase in online sales during the internship period
- Designed and executed 2 social media campaigns across Instagram and TikTok, driving a 30% growth in follower engagement

VAIL RESORTS

Ski Instructor

Bartlett, NH

Dec'19 – Mar'21

- Led and instructed 20+ advanced skiers across group lessons, ensuring safe skill development and fostering confidence on slopes
- Designed and delivered training programs for youth, leading to a 30% improvement in race times and multiple top 10 placements in local competitions

ORGANIZATIONAL/VOLUNTEERING EXPERIENCE

THE BROWN AND WHITE NEWSPAPER

Associate News Editor

Bethlehem, PA

Aug'24 – Jan'26

- Conducted 10+ interviews per semester with students, faculty, and administrators to gather perspectives and ensure accuracy
- Authored 7 published stories reaching 500+ weekly readers and contributing to the paper's role as Lehigh's main news source

SKILLS

Technical: Word, PowerPoint, Excel, GitHub.io, WordPress, Shopify