

# LAUREN DARE

50 Cassian Court South, Royal Canal Park, Ashtown, Dublin 15  
086 337 8689 laurendare@gmail.com www.laurendare.com

## OBJECTIVE

Experienced communications professional with background in media relations, popular campaigning, marketing, and event coordination seeking an agency or in-house role

## PROFESSIONAL EXPERIENCE

### ECO-UNESCO

November 2008 – Current

[www.ecounesco.org](http://www.ecounesco.org)

*Communications Officer*

- Developed and executed youth-focused communications strategy for national environmental education nonprofit organisation
- Pitched stories to national and regional media earning coverage in the *Irish Times*, *RTE News on Two* and *news2day*
- Managed publication process coordinating with writers, designers and printers
- Developed online marketing, website and social networking strategic plan
- Planned, executed and managed external events including major exhibition in the Eco-Zone of the 2009 BT Young Scientist Awards

### Somerville Arts Council

June 2008 – August 2008

[www.somervilleartscouncil.org](http://www.somervilleartscouncil.org)

*ArtsUnion Publicist*

- Freelance publicity manager for summer arts event series developed by the City of Somerville to rejuvenate an urban neighbourhood and promote local artists
- Pitched stories, wrote copy for press releases, and coordinated web outreach resulting in sustained coverage of series in major publications and blogs

### Irish Immigration Center

November 2007 – July 2008

[www.iicenter.org](http://www.iicenter.org)

*Media Relations Assistant*

- Wrote feature stories and regular columns for local papers on immigration news, IIC activities and services earning weekly coverage for the organisation
- Drafted editorials for executive director appearing in major local papers
- Researched trends, developed and managed publicity calendar
- Archived press clippings, news releases and photos

### Oxfam America

April 2006 – October 2007

[www.oxfamamerica.org](http://www.oxfamamerica.org)

*Campaign Coordinator*

- Campaign operations coordinator working on national and international advocacy campaigns and popular mobilisations
- Contributed to strategy, evaluation, planning, management, and budgeting
- Project managed major events, developed copy and communications strategy, researched youth engagement and online activism and monitored budgets

### Boston University International Programs

January 2005 – April 2006

[www.bu.edu/abroad](http://www.bu.edu/abroad)

*Program Coordinator (based in Dublin and Boston)*

- Presented university programs to new clients and organised Dublin orientation
- Wrote and edited student handbooks and e-newsletters for Dublin participants

### Oxfam America

April 2004 – August 2004

[www.oxfamamerica.org/change](http://www.oxfamamerica.org/change)

*CHANGE Logistics Coordinator*

- Project managed Oxfam's annual leadership training for college students working directly with vendors, participants and trainers
- Managed staff and coordinated programme during week-long training

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## EDUCATION

**Northeastern University** *Graduate Diploma in Public Relations* 2008  
Modules: media relations, crisis communications, marketing writing, research, design, ethics

**Trinity College, Dublin** *M.Phil International Peace Studies* 2005

**Boston University** *BA Political Science, Minor History* 2004

**Dublin International Program** *Communication, Conflict and the Media* 2003

**North East School of the Arts** *Film and Television Studies Programme* 2000

## ADDITIONAL TRAINING

Copyediting Cambridge Center of Adult Education

Managing Effective Meetings Interaction Institute of Social Change

Facilitating Social Change Interaction Institute of Social Change

Conflict Mediation & Dispute Resolution Irish School of Ecumenics

## TECHNICAL SKILLS

Adobe Creative Suite: Illustrator, Photoshop, In Design, Dreamweaver

Microsoft Office: Word, Excel, Access, Power Point, Publisher

Macintosh OSX

CRM software and databases

## INTERESTS

New Media, Interactive Marketing, Branding, Event Planning, Design, Pop Culture

## STATUS

Valid Irish work permit

## PORTFOLIO

A selection of work available at [www.laurendare.com/portfolio](http://www.laurendare.com/portfolio)