

LAURA WATSON

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DEVELOPMENT EXPERIENCE

Conde Nast Publications/Vogue and Men's Vogue – Ad Sales Assistant *April 2008 – March 2009*

- Worked with marketing team in New York to plan creative and successful merchandising/added value and events for clients
- Managed the organization of the West Coast Vogue and Men's Vogue offices including marketing materials, premiums, contracts, insertion orders, reports, proposals, expenses, travel, and mailings
- Worked with Los Angeles Director on proposals and presentations as well as planning and executing client events on the West Coast
- Handled editorial credits, positioning reports, competitive reports, and competitive research

Hearst Corporation/Redbook – Ad Sales Assistant *Nov. 2005 – March 2008*

- Managed the organization of the Chicago Redbook office including, but not limited to, all marketing materials, premiums, insertion orders, layouts, and market share reports
- Liaised with the Midwest manager and account managers on creative mailings and client special events
- Prepared requests for proposals, spreadsheets, letters, reports, presentations, and memoranda using the Microsoft Word, Excel, and Power Point applications
- Handled editorial credits, competitive reports, position reports and monthly mailers
- Managed and organized the executive's travel arrangements, filings, expenses, and schedules

Legacy Marketing Partners – Event Planning Intern *July 2005 – Oct. 2005*

- Provided national program support through paperwork, events, and reporting for PRUSA team
- Worked with the creative department on evolving art
- Researched and booked venues, entertainers, and models for events in various markets

Gen Art – Volunteer *2006-2007*

- Handled client gift bags and event guest lists for Gen Art Shop Chicago 2006, Gen Art Fresh Faces Fashion Show 2007, Gen Art Shop Chicago 2007, and Gen Art Chicago Film Festival 2007

EDUCATION

The University of Mississippi – Oxford, MS

- B.S., Business Administration, May 2005
- Major: Marketing, Overall GPA: 3.10 / Major GPA: 4.0
- National Society for Advanced Management
- American Marketing Association

HONORS and ACHEIVEMENTS

- Chancellor's Leadership Scholarship Recipient
- Dean's Honor Roll
- The National Dean's List
- All-American Scholar
- Who's Who of American Students
- Represented Winston County in the 2000 Mississippi's Junior Miss Scholarship Program
- Winston Academy Hall of Fame