

# PROFILE

## Lauren Evans Communications Specialist



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### SPECIALTIES

Content Development, Social Media Marketing, Copywriting, Public Relations, Google Analytics, Website Maintenance

### PROFESSIONAL EXPERIENCE

Lauren is an accomplished Communications Specialist with expertise in content marketing, copywriting, public relations, and website management. She collaborates with brokers, property managers and construction personnel to maintain and grow the company's image. With over five years of marketing experience, Lauren possesses a vast understanding of how effective communication contributes to brand promotion.

At Compass Commercial, Lauren oversees all aspects of content creation across social media channels, website copy, press releases and email marketing. Additionally, she manages the website and creates high-quality marketing collateral, including listing flyers and the Compass Points Quarterly Market Report.

As a member of the Public Relations Society of America (PRSA), Lauren is committed to continuing her education. In 2023, she successfully completed the Digital Communication Certificate Program, deepening her understanding of digital content strategy, writing for search engine optimization (SEO), social media management, and analytics.

In 2020, Lauren spearheaded the redesign of the company website to provide clients with a platform to lease and sell commercial properties and to bring the company brand into the 21st Century. She works with local and industry-related broadcast outlets, including Cascade Business News, KTVZ, Central Oregon Daily, and CCIM Magazine, to regularly feature Compass Commercial's press releases.

### COMMUNITY INVOLVEMENT & INTERESTS

Outside of work, Lauren and her husband enjoy camping, hiking and paddle boarding with their dog in the summer and skiing in the winter.

### EDUCATION

- Bachelor of Science in Psychology, Emphasis in Early Childhood Education, University of Idaho, Moscow, ID

### ACCOMPLISHMENTS & ACCOLADES

- Digital Communications Certificate — 2023
- Promoted to Communications Specialist — 2020
- Joined Compass Commercial — 2019
- Oregon Notary Public — 2019

### PROFESSIONAL AFFILIATIONS

- Public Relations Society of America (PRSA)

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