

# LAUREN R. SELL

610-716-6507 • hire@laurensell.com

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## SUMMARY

Creative, organized, and technically adept, I am always eager to learn and add new skills to my repertoire. I enjoy both “big picture” ideas and mundane details, have quite varied interests, and am looking for a new challenge.

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## EDUCATION

**Bachelor of Arts in Psychology**, Messiah College, Grantham, PA

May 2010

- Awarded President’s Scholarship
- Member of College Honors Program and Psi Chi, The National Honor Society in Psychology
- GPA: 3.54/4.00 Major GPA: 3.77/4.00
- Dean’s List Spring 2007 – Spring 2008, and Spring 2010

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## WORK EXPERIENCE

**ToonUp Snippets, Inc.**, Wayne, PA (dba: A Better World Games & Apps)

*Product Development Associate*

November 2015 – March 2017

- Planned new features and virtual goods, bug fixes, and other improvements for the company’s flagship product, a social virtual world game running on Facebook’s platform
- Wrote detailed instructions for the artists and programmers regarding the visual appearance, animation, and function of each new or improved element, creating mock-ups as needed
- Coordinated the design, implementation, and testing of those features and improvements through JIRA and Slack
- Reconfigured the team’s project tracking workflow to better reflect how they actually operated
- Brainstormed and developed ideas for new ways to incorporate the company’s mission and ideals of encouraging people to do good (for others, themselves, and the environment) in the real world through social gaming, resulting in several major updates, including a new energy/economy mechanic and a new area in the game “world”
- Worked successfully with an international team, ensuring clear communication across several states, two countries, and a significant language barrier

**Value Prop Interactive**, Malvern, PA (formerly g2m Group, Inc., Newtown Square, PA)

*Content Development Manager*

November 2012 – May 2015

- Migrate client websites from static sites or other Content Management Systems to WordPress – handling initial configuration; creating custom themes (either duplicating the existing site or a new design); tailoring functionality through plugins or custom PHP; importing content, selecting and/or creating required images (including on-site photography, as needed); and transferring from the development environment to the client’s server and domain
- Established or codified brand and style guidelines for VPI and client companies, creating the appropriate documentation and resources
- Collaborated on development of – and then produced – training curriculum and materials for use in companies ranging from local small businesses to larger regional and national firms to major international corporations
- Advised on web/social and broader marketing strategy for SMB clients in manufacturing, consumer goods, and professional services industries
- Designed info sheets, brochures, and a variety of other marketing collateral for Value Prop Interactive and its clients
- Created interior layouts and covers for books, manuals, and whitepapers written by VPI staff or clients
- Produced quality work consistently, to tight deadlines, with very minimal oversight

*Web Content Manager*

October 2010 – May 2015

- Maintained company website and WordPress-based eLearning platform
- Trained Value Prop Interactive (VPI) staff and clients on using WordPress as a blogging platform and CMS
- Built email marketing templates and campaigns for clients, and train and support their staff for continued upkeep
- Proofread text, and edited for content, clarity, and style, ensuring clear, consistent voice and formatting across the website and other materials
- Published weekly blog posts, monthly email newsletter, and frequent social media updates
- Transcribed and edited audio dictations for use as electronic or print content, or internal documentation

**Octagon Research Solutions, Inc.**, Wayne, PA

*Contractor, Regulatory Operations*

November 2010 – January 2011

- Performed basic electronic submission tasks including image Quality Assurance, transformation, concatenation, bookmarking, hyperlinking, and document level Quality Control
- Used Internal and External Publishing tools to prepare regulatory documentation for submission to the FDA or other regulatory agencies in a timely manner, with a high degree of quality
- Followed internal Standard Operating Procedures, Guidance Documents, and Policies throughout the submission lifecycle, as well as FDA, ICH, or other external standards related to electronic submissions

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## ADDITIONAL WORK EXPERIENCE

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|---|------------------------------|
| <b>Freelance Web Design/Administration and Graphic Design</b><br>Borders, Springfield, PA – <i>Bookseller/Café Seller</i> | July 2010 – Present          |
| <b>The Arnold Family</b> , Grantham, PA – <i>Tutor</i>  | August 2010 – September 2011 |
| <b>PetSmart</b> , Broomall, PA – <i>Cashier</i>   | September – December 2008    |
| <b>Admissions Communications Services</b> , Messiah College – <i>Student Assistant</i>                                    | May – August 2007            |
| <b>Springfield School District</b> , Springfield, PA – <i>Summer Office Assistant</i>                                     | August – October 2006        |
|   | June – August 2005           |

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## VOLUNTEER EXPERIENCE

- Blue Route Vineyard Community Church**, Media, PA  
*Member and Volunteer* July 2013 – Present
- Assist the church staff by scheduling the Media Campus Welcome Ministry volunteers, wrangling a team of nearly 120 volunteers into around 38 serving roles per weekend
  - Sing harmony on the worship team 1-2 weekends per month (1-3 services)
  - Deliver a physical copy of the sermon recording from one campus to the other one weekend per month
  - Previous recurring roles have included preparing mailings to be sent to each week's visitors, updating rotating announcements and community prayer slides in Keynote presentations for weekend services, and entering records of offerings/donations into their database
- Liberty USO (United Service Organizations)**, Philadelphia International Airport, Philadelphia, PA  
*Center Volunteer* March – Oct 2015
- Greeted and signed in center guests, ensured cafe area, restrooms, bunks, and sitting areas are clean and tidy, kept food and supplies stocked for guests' convenience, assisted guests and center staff as needed
  - Passed background check and training to maintain SIDA (airport secure area access) badge
- NASA Tweet-Up (Unofficial)**, Springfield, PA / Florida Space Coast  
*Group Rental Housing Coordinator* June – July 2011
- Voluntarily coordinated accommodations for over 60 STS-135 launch attendees in less than a month
  - Researched short term rentals in and around Cape Canaveral, FL, booked or helped reserve 9 properties
  - Created an online survey and utilized several spreadsheets to collect and organize information
  - Served as a central point of contact for over 100 interested individuals from all over the US and several other countries, and dozens of property owners/managers
- The Collaboratory for Strategic Partnerships and Applied Research**, Messiah College  
*Advertising Team Leader* January 2009 – May 2010
- Coordinated events and advertising campaigns to promote the Collaboratory
  - Designed posters, banners, t-shirts, and other graphics for print and digital media
  - Delegated assignments to team members and helped establish timelines for project completion
- Advertising Team Member* October 2007 – January 2009
- Created graphics and edited photos to meet specifications from team leader and clients
- Student Programs**, Messiah College  
*Peer Group Leader* August 2007 – December 2009
- Served as a mentor and role model for a group of 11-18 first-year students each fall semester
  - Planned activities and provided support to help ease new students' transition to college life
- Carpenter's Tools International**, Willmar, MN  
*Summer Team Member* June – July 2008
- Traveled to Taipei, Taiwan, gained an appreciation for Taiwanese and Chinese language and culture
  - Lived and worked with a diverse group of people in a challenging situation for an extended period

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## SKILLS

- Microsoft Office (Word, Excel, PowerPoint, Access, FrontPage) and Google Apps (configuration, Drive, Docs, Sheets)
- Back-end web administration tools (various web hosts' control panels, DNS, FTP clients, and phpMyAdmin)
- Adobe Acrobat and Creative Suite
- HTML, CSS, and basic PHP
- Content Editing and Proofreading
- Type 65 WPM (98% accuracy)
- WordPress, Twitter, Facebook, LinkedIn, Tumblr, Flickr, Google+
- MailChimp, iContact, Constant Contact
- Photography and image retouching
- Collecting and organizing large amounts of data