

Whitney Layne McLaughlin

Denver, CO | 415.699.8047 | whitney.mclaughlin@du.edu

EDUCATION

University of Denver

Bachelor of Arts | Major in Psychology; Minors in Applied Writing Practice and Human Performance
Cumulative GPA: 3.5

Denver, CO

June 2020

EXPERIENCE

The River Yoga

Community Marketing Intern

Denver, CO

September 2019- February 2020

- Increased Instagram followers 40% in 6 months through tailored content creation and consistent engagement
- Assisted the marketing team with the creation of the company's holiday campaign to increase membership and class-package sales
- Acquired 30 new clients and maintained retention through composing unique emails and text messages
- Designed the editorial calendar to maintain a proficient means of communication for the marketing team

Resilience Code

Performance Psychology Intern

Denver, CO

June 2019-September 2019

- Assisted in promoting behavioral changes with 5 professional athletes through building meaningful and trust-filled relationships.
- Collected, analyzed and organized data for a presentation on concussion patients for the Chief Executive Officer to share with research teams. This directly influenced medical professionals' decisions to use Resilience Code as their treatment facility.
- Composed monthly blog content based on science and market research to maintain client retention

Pacific Union International Real Estate

Technology Intern

San Francisco, CA

May 2017 – October 2017

- Designed CRM software boot camps for 89 agents with the Chief of Technology
- Spearheaded 10 one-on-one CRM boot camps to ensure a successful onboarding process
- Established a stronger presence in the community by managing the Northern California Facebook page
- Provided supports for agents through monitoring and analyzing CRM software trends

Soul Cycle

Front Desk Associate

San Francisco, CA

February 2017-August 2017

- Managed over 60 clients during the check-in process before every class for 5 hours at a time
- Responded to customer inquiries regarding a class purchase via phone, email, and face-to-face interaction
- Maintained a positive and can-do attitude in a fast-paced fitness studio to provide exceptional customer service
- Developed an understanding of customers need to provide solutions-based suggestions to urgent issues

LEADERSHIP OUTSIDE OF WORK

Project Heal: Denver Chapter | Denver, CO

Fall 2018-Summer 2018

- Raised over \$200 for fundraising events by networking with local organizations and stores
- Assisted the largest nonprofit organization for eating disorder treatments funds in brainstorming new fundraising ideas and promotional campaigns
- Recruited 5 volunteers to join the organization and help evangelize Project HEAL's mission throughout Denver

SKILLS

Computer: Certified in Excel; Proficient in Word and PowerPoint; Proficient in Adobe InDesign

Language: Conversational in Spanish

Design: Web Design, Digital Assets, Social Media