

Laura-Claire (Laura) Waggoner
(469) 604-2292 | lwaggoner3@huskers.unl.edu | www.linkedin.com/in/laura-claire-waggoner
Strengths: Individualization, Context, Adaptability, Positivity, and Development

EDUCATION

University of Nebraska-Lincoln	Lincoln, NE
Bachelor of Science in Business Administration	May 2027
Major: Marketing; Minor: Advertising & Public Relations	GPA: 4.00/4.00

RELEVANT EXPERIENCE

FarmHouse Fresh Skincare	McKinney, TX
Digital Marketing Intern	May 2024 – August 2024
- Developed marketing content for Instagram and TikTok to increase brand awareness and e-commerce sales - Conducted daily research to optimize social media and email marketing promotions, increasing website traffic - Approved brand ambassadors and over 50 tagged content pieces daily to curate user-generated content and brand presence - Coordinated logistics and provided insight to the media team and models to ensure seamless execution of marketing shoots	

ADDITIONAL EXPERIENCE

University of Nebraska-Lincoln	Lincoln, NE
Desk Assistant	August 2024 - Present
- Create relationships with residents through excellent customer service to construct a welcoming and supportive environment - Promote Residence Life events or activities using brief connections to increase student engagement and campus involvement - Resolve resident and nonresident inquiries by consulting supervisors and employing problem-solving strategies to ensure customer needs are addressed quickly	

FarmHouse Fresh Skincare	McKinney, TX
Accounting Assistant	May 2024 – Present
- Process 2,000+ daily wholesale and retail transactions with Business Central to monitor consumer purchases and sales profits - Generate 15+ daily customer and item sales reports with Shopify and Excel to provide accurate insights for trend analysis - Reconcile monthly bank statements and bookkeeping accounts in QuickBooks to reduce financial discrepancies - Project: Streamlined two years of financial records with precision to enhance operational efficiency and data accessibility	

INVOLVEMENT

UNL Center for Sales Excellence	Lincoln, NE
Member	August 2024 - Present
Engage with partner companies and actively pursue a Certificate of Sales by a series of sales courses to gain real-world experience and build a strong professional network	

UNL Honors Program	Lincoln, NE
Member	August 2023 – Present
Collaborate with professors and mentors to design a more challenging curriculum for an enhanced learning experience	

VOLUNTEER EXPERIENCE

Frisco LovePacs	Frisco, TX
Volunteer	June 2022
Advertised door-to-door to collect around 300 canned food donations for low-income families in the community	

HONORS

Dean’s List, December 2023 - Present

COMPUTER SKILLS

HTML, Adobe InDesign, Business Central, Microsoft Excel, Yotpo, and Shopify