

Lara A. Rogers

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Online Dossier: <http://laraarogers.com>

EDUCATION

University of Georgia

August 2022 - May 2026

Bachelor of Business Administration, Marketing with emphasis in Digital Marketing; Design and Media Minor, Double Dawg (Exp. Mass Communication M.A. in Emerging Media in May 2027)

Major GPA: 3.77, Overall GPA: 3.68

Dean's List

- Baylor University Accelerate Program (9 credit hours) Summer 2021
- Austin Peay State University (6 credit hours) Summer 2023
- UGA England and Scotland Study Abroad Program (6 credit hours) Summer 2025

RELEVANT EXPERIENCE

Lawson House (Roswell, GA)

Summer 2024

Digital Marketing & Administration Internship

- Generated and created blog/media content for a vast range of clientele.
- Produced website pages for clients, including SEO pages and location based pages.
- Developed payment checkout pages each month.
- Carried out website testing.

ADDITIONAL EXPERIENCE

Let It Shine Gymnastics

Summer 2022 and 2023

Summer Camp Counselor

- Fostered connections with campers between the ages of three and five.
- Lead group to the correct activities in a timely manner.
- Established a good attitude throughout the day.

CAMPUS & COMMUNITY INVOLVEMENT

Pi Beta Phi, Philanthropy Assistant and General Member

August 2022 - Present

Shop With a Bulldog, Mentor and Ambassador

October 2022 - April 2025

UGA Digital Marketing Competition

January 2024 - April 2024

UGA Miracle, High School Outreach Committee member

September 2022 - February 2023

Books For Keeps, Volunteer

October 2022 - Present

American Marketing Association, General Member

January 2024 - Present

Digital Marketing Top 10% Club, General Member

November 2025 - Present

SKILLS

Marketing Skills: Conversion rate optimization, Keyword research, SEO, Brand positioning, Copywriting (ads, web, email, social), Campaign planning, Audience segmentation & targeting.

Computer Skills: Proficient in Microsoft Excel, Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, and Squarespace. Familiar with Flodesk, Google Analytics, Google Search Ads, Visual Studio Code, Bootstrap, WordPress, and Figma.