

LAUREN CROOM

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SUMMARY

I am an observer. I listen. I learn the system in place and pool people and resources together to cohesively improve processes. I spent over a decade honing skills in the realms of personalized customer support, audio/video production, multimedia print design, information technology/quality assurance, team management, sales, public speaking, stage/on-camera acting and all-around awesomeness.

As an analytical thinker, logistics and efficiency guide my problem solving practices. The concepts of compassion, mindfulness and light-heartedness heavily influence my approach to leadership, team development, and marketing strategies; as those concepts are the basis for any truly fulfilling and happy working environment.

EXPERIENCE

CBS TELEVISION DISTRIBUTION

01 / 2014 - Present

Receptionist for Entertainment Tonight & The Insider (Logistician)

Lubricate:

- Research all guests/talent prior to their arrival so that they may be greeted on sight and by name; insuring they feel well taken care of and like family.
- Coordinate with directors and producers in order to make sure the talent transitions from reception to hair and makeup to wardrobe to stage seamlessly.
- Stays abreast of all shoots associated with both shows in order to better facilitate communication; hence decreasing stress and increasing the overall productivity of the directors and producers.

Innovate:

- Revamped and distributed a show wide employee/department database of phone extensions to better office communication and more easily provide contact information to incoming callers.
- Initiated an Ink/Toner Recycling Program in which hundreds cartridges have been re-purposed thus far.
- Restructured the way supplies are ordered/organized in order to stay perpetually stocked and under budget.

Facilitate:

- Created user-friendly maps of the lot to ease the hassle of parking by outlining all possible routes to and from the entrances.
- Utilizes first-class customer service and business acumen to organize, coordinate and book travel, juggle VIP parking/valet arrangements, security clearances, shipping requests, and the order of all supplies as needed for both Entertainment Tonight and The Insider.
- Keep up with Social Media and World News in order to pitch show ideas and help draft interview questions.

As a Production Intern:

- Streamlined the training process by constructing the first ever "Intern Specific" Handbook that both directs and trains the reader in such skills as: researching using Avid Access and Assist, cataloging tapes in the various libraries, and many other major tasks performed by new employees.
- Analyzed Producers and Directors needs and created Airchecks accordingly by selecting the relevant Television content that is ingested into the system for possible usage on the show.
- Provided support for Producers and Directors while on set by determining needed celebrity or pop-culture information, and furnishing or locating that information promptly.
- Created essential user-friendly cheat sheets with in-depth Nominee and Presenter data utilized by Producers and Directors both on the red carpet and behind the scenes at the: 65th Annual Emmy Awards and 2013 GLSEN Respect Awards.
- Aided the Show Runner by judiciously distributing updated rundowns and scripts to on-air personalities in a manner that is prompt, but assists with keeping the show running on time.

RIGHT TRACK MOTORING

04 / 2010 - Present

Associate Producer

Right Track Motoring is an Automotive Video Blog on YouTube that premieres exclusive footage and details about the latest in the Automotive Industry.

My key responsibilities have included working with writers, directors to shoot and edit short audio/visual projects for streaming on the web.

I utilize Microsoft Office, The Adobe Creative Suite, Social Media platforms such as Facebook and Instagram, Marketing, Video Production, and Television experience.

WE'RE ALIVE! SEASON 4 AND WE'RE ALIVE!: LOCKDOWN

08 / 2013 - 07 / 2015

Production Manager/Audio Recordist/VO Talent

Coordinated the logistics for union (SAG-AFTRA) mandated paperwork, meals and transportation

Create and organized the Pro tools Audio files for a iTunes award winning Podcast. Capture the takes, makes marks on the timeline, watches for peaks, or errors. Works with mixing board operator. Sets up and monitors microphones and acting props.

BEHR PROCESS CORPORATION

08 / 2012 - 01 / 2013

Technical Services Representative

- Utilized years of product and application knowledge to assist both domestic and international customers.
- Used Black Box troubleshooting techniques to place myself in the shoes of the customer, properly diagnosing their product or website issues and using process of elimination to create a solution.
- Supported in the field Behr sales representatives, Home Depot associates and customers by creating an organized and streamlined line of communication and accountability while their technical issue was being resolved.

SELF IMAGE, LLC

2003 - 2013

Founder

Self-Image LLC is a multi-faceted media company which deals in graphic and print design, video production and post-production projects, as well as, talent management. Founded in Washington, DC, the company develops projects ranging from promotional materials to independent short films.

Director/Editor/Graphic Designer/Owner/Producer ▸ Write, direct, and edit short independent films using the Avid, Final Cut Pro and Adobe Suites ▸ Cultivate and manage acting and modeling talent

INFINITI INFORMATION SOLUTIONS

04 / 2010 - 03 / 2011

Information Technology Consultant

Training and Consulting:

- Provide technical support for HUD Executive Event Scheduler, which consists of highly sensitive data pertaining to the schedules of HUD top Management.
- Maintain the highest level of ethical standards and personal integrity.
- Partner with developers to test and document systems and applications as they undergo approved adaptive changes.
- Successfully realize client/business expectations by meeting deadlines and going above and beyond to achieve goals.
- Improve the structure and efficiency of client organizations' IT systems.
- Implement, deploy, and administer IT systems information on customers behalf.
- Exceed customer's expectations for quality, responsiveness, and professional excellence while delivering the product within budget and scheduling guidelines.

- Consistently updating customers and managerial personnel to define project scopes.
- Design prepare and present one-on-one end –user training via conference call, onsite sessions, or e-mail for both internal and external agency customers.

Analysis and Development:

- Constructively analyze verbal and statistical data in order to create weekly and monthly managerial and status reports.
- Monitor the Quarterly Progress Reporting System (QPRS) for the office of Healthy Homes and Lead Hazard Control in support of well over 360 +people.
- Analyze pertinent information and utilize data to develop technical guides for both employee and customer training support.
- Use Logic and deductive reasoning to carefully analyze, troubleshoot and responds to end-user system problems.
- Take into consideration customer feedback in regards to training methods and systems designs in order to make applicable improvement.
- Aide developer in designing, testing, installing and monitoring new systems

Communication and Technology:

- Provide technical support for HUD’s Quarterly Management review System (QMRS) in support of planning and regional field office management reviews.

APPLE INC.

03 / 2008 - 09 / 2010

Family Room Specialist (Handheld Device Technician/Concierge/One - on - One Instructor/Beta Tester)

Handheld Device Technician/One - on - One Instructor/Black box Beta Tester (Family Room Specialist)

- Provide each and every customer with a complete and tailor fitted solution.
- Manages customers and product issues methodically with a genuine sense of urgency.
- Troubleshoots and solves customers software and hardware issues while assessing and enforcing the APPLE CARE warranty protocol.
- Document, classify and file all completed repair and troubleshooting paper work
- Train new employees in performing data transfers as well as in utilizing in store data management programs, installing RAM, Operating Systems, third party software and hardware as handling tough interaction.
- Use a hands on approach while instructing customers both new and old on how to get the most out of their Apple products via one hour “One-to-One’ training sessions

Technical Consultant (Concierge) Full Time

- Created organized and managed the daily schedule of all employees in the store using Kronos and iWork.
- Interacts with hundreds of customers a day communicating clearly and concisely to provide each one with a superlative customer service experience.
- Directly managed the ever changing massive list of reservations made for the technical support bar.
- Effectively drives store profitability by demonstrating a continuous effort to improve operations, decrease turnaround times, streamline work processes, while working jointly to provide quality seamless customer service.

FUTURE MEDIA CONCEPTS

01 / 2008 - 04 / 2008

Computer Operations/Micro Technician (Digital Media Intern)

- Modified, installed, and maintained operating systems and with minimum downtime of equipment
- Organized, documented, and supervised the distribution of inventoried equipment.
- Provided technical support and assistance to faculty, students and staff concerning the use of video equipment/labs.
- Designed lucrative and cost-effective marketing and merchandising materials using Photoshop and Illustrator.
- Created a more productive and objective work environment by bringing energy, resourcefulness, and business acumen to the team.

ALLIED INTEGRATED MARKETING

03 / 2007 - 11 / 2007

Screening Representative

Managed public preview screenings of major motion picture premieres in the DC/MD/VA area. Tabulated and reported audience demographic and overall response to the film broken down by age and gender.

SONY ELECTRONICS

04 / 2007 - 04 / 2007

Digital Video Technology Representative (Intern)

Strengthened the sales team by collaborating with Japanese product developers to bridge communication gaps, while streamlining the merchandising of emerging video production technologies at the largest convention in the electronics industry, the National Association of Broadcasters Show in Las Vegas.

U.S.DEPARTMENT OF AGRICULTURE (USDA)

06 / 2004 - 03 / 2005

GENERAL CLERK I & II (Civil Rights/Office of Tribal Relations formally Native American Programs)

The General Clerk I & II is responsible for performing daily office tasks such as filing, recording, maintaining records, copying, posting, and other similar duties, using a computer terminal, typewriter, and other word processors for both The Office of Civil Rights and The Office of Tribal Relations formally known as Native American Programs.

EDUCATION

HOWARD UNIVERSITY

2003 - 2007

Bachelor of Arts (B.A.) , Radio-TV-Film (Communications) Minor: Graphic Design

Activities:

Howard University Film Club, Bison Student Leadership, NAACP, Katrina on the Ground, WHBC radio, WHUR radio, Slam Poets Society, LGBT Aware.

INTERESTS

Film, Video, blogging, The Internet, New Technologies, Photography, Science, Movies, Music, Reading, Science Fiction, History, Politics

LANGUAGES

English (Native and proficiency)

Ebonics (African American Vernacular English) (Native and proficiency)

PUBLICATIONS

LOSTBELOWTHEFOLD.COM

2014- The Present

An ongoing personal blog about life, inspiration, race, spirituality, science, personal development, politics, permaculture and anything else that might peak my interests.

BETTER, IN TIME.

10 / 2011

BETTER, IN TIME. (An Anthology of Words) 2nd Edition is an update to the dynamic portrayal of a young girl's transition into womanhood. The author's unique way of bundling words together makes "BETTER, IN TIME." feel like a conversation with a stranger that stays with you long after you part.