

Laura Voytko

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Portfolio: lauravoytko.com

PROFESSIONAL EXPERIENCE

Client & Communications Coordinator

Value Printing Inc. | July 2024–Present

Niche national printing company serving clientele across the U.S. and Canada

- Serve as the primary client contact (email, phone, and in person) and coordinate estimates, invoices, and payments for printed marketing materials.
- Troubleshoot customer issues and facilitate communication between clients, designers, and production staff to ensure accurate and timely project delivery.
- Plan and execute digital communication efforts, writing email blasts, social copy, and client-facing communications.
- Spearhead social media strategy and execution- including content creation and planning, to include paid social campaigns improving each and visibility.
 - **Aug–Dec 2024:** Increased content interactions, 3-second views, and watch time by **100%**.
 - **Jan 2025–Present:** Increased published content by **62.7%** and generated **65.3K total views** (30,590 link views; 20,288 multi-photo views; 12,579 reels views).

Second Assistant Manager

Versona | January 2024–July 2024

National apparel retailer with a customer-focused identity and a boutique feel.

- Led daily store operations and associate support in a fast-paced retail environment.
- Communicated business goals including sales milestones, visual merchandising priorities, and customer engagement expectations to staff at all levels.

- Trained new associates and fostered a team culture centered around proactive service and pride in presentation.
- Managed opening/closing procedures and ensured accurate monetary reconciliation.
- Collaborated with store leadership to meet and exceed sales targets.

SKILLS

Communications: Media relations, digital content writing, direct-response copywriting, social media planning & engagement, research for messaging/strategy, public speaking & presenting

Technical: Microsoft Suite, Google Workspace, QuickBooks, Mailchimp, Monday.com, Meta Business Suite, Hootsuite, SPSS, Qualtrics, WordPress, Wix, Adobe Creative Cloud (Express, Illustrator, Premiere, Photoshop, InDesign, Acrobat)

Additional: Client communication, creative problem solving, interdisciplinary collaboration, campaign analysis, cold outreach, relationship development

EDUCATION

Bachelor of Science, Public Relations (Minor in Theatre)

Appalachian State University | 2022

Completed degree in 3.5 years • GPA: 3.35

Student Experience:

Instructional Assistant, Dept. of Theatre & Dance (Fall 2022)

- Supported instruction, managed classroom media/technology, and mentored students on real-world applications.

Marketing Assistant, Schaefer Center for the Performing Arts (Fall 2022)

- Contributed to engagement campaigns, coordinated with community partners, and co-managed Instagram/Facebook content resulting in a measurable boost in user engagement.

Box Office Attendant, Schaefer Center for the Performing Arts (Fall 2021-Fall 2022)

- Provided theater patrons with a personable and welcoming experience, managed customer accounts through Provenue ticketing software, and acted as support staff for events.

Extracurriculars: Public Relations Student Society of America, Appalachian Popular Programming Society (Special Events), Front-of-House & Media Volunteer for the Appalachian Theatre of the High Country, Light Board Operator, Sexuality and Gender Alliance

CERTIFICATIONS

- Public Relations Ethics Certificate – Arthur W. Page Center (Penn State University)
- Human Subjects Research Certification – CITI Program
- Theatre Administration Intensive – North Carolina Theatre Conference / PlayMakers Repertory Company

PUBLICATIONS

Full portfolio available at lauravoytko.com

- Media Releases & Feature Stories for the Appalachian Theatre of the High Country (2021–2022)
- Feature Story: *Mountains of Talent on Display* – Appalachian State Dept. of Theatre & Dance
- Media Advisories, Story Pitch Letters, Crisis Communication Samples
- Communication Research Projects & Capstone Campaign Book