

## Laura Voytko

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Portfolio: [lauravoytko.com](https://www.lauravoytko.com)

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# 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).
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## 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.
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## 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

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## EDUCATION

**Bachelor of Science, Public Relations** (Minor in Theatre)

Appalachian State University | 2022

Completed degree in 3.5 years • GPA: 3.35

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## 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

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## 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
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## PUBLICATIONS

Full portfolio available at [lauravoytko.com](http://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