

# Lane Schiwitz

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## Education

**Miami University | College of Arts and Sciences** | Oxford, OH

May 2025

Bachelor of Arts in Psychology and Strategic Communication | **GPA: 3.7**

- Honors: Alpha Lambda Delta - The Honor Society for First-Year Academic Success
- Dean's List 2023 and 2024 – Top 20% of undergraduate students within their division

## Professional Experience

**Stryten Energy**, Alpharetta, GA

May 2024-August 2024

*Corporate Communications Intern*

- Constructed a recruiting strategy utilizing media, web content, employee testimonials and digital tactics
- Composed and edited press releases and articles for publication on the company website
- Created and uploaded website pages, ensuring user-friendly navigation and up-to-date information
- Developed internal newsletters, marketing bulletins and company merchandise
- Managed and created social media across LinkedIn, Facebook, Instagram and X

**Tools Used:** Microsoft Office Suite, Canva, WordPress, Staffbase, Mailchimp, Smartsheet, SEMrush

**Skills Developed:** Project Management, Content Development and Execution, Writing and Editing, Graphic Design, SEO Research, Collaboration

**communications 21**, Atlanta, GA

June 2023-July 2023

- Completed and edited news releases to send out for clients
- Created, uploaded and scheduled media for release on multiple social platforms

**TBB 122**, Alpharetta, GA

June 2023-August 2023

*Wait Staff*

- Delivered a positive guest experience by taking orders, delivering food and clearing dishes
- Assisted the guests with navigating the menu of food and drinks for preferences and allergies
- Collaborated with fellow employees to deliver services and ensure the satisfaction of the guests

## Leadership & Activities

**The Miami Student**, Miami University Student Paper

April 2024-Present

- Conduct interviews with diverse campus and community figures to gather information for various stories
- Compose and edit newspaper articles
- Received 21 Mark of Excellence awards, including Best Student-Run Newspaper

**Psi Chi**, Miami University Psychology Fraternity

November 2022-Present

- Organize events around campus to promote positive mental health awareness
- Contribute to an environment to help members discover and talk about their specific passion in psychology

**Alpha Phi**, Miami University

February 2022-Present

- Promote sisterhood, cultivate leadership, and advocate service in the community
- Raise money for women's cardiac care and health for the Alpha Phi Foundation for Women's Cardiac Care and Scholarship

**Paws for a Cause**, Miami University

September 2022-Present

- Assist in the training and socializing of service dogs
- Educate the public about service dogs and disabilities through awareness and fundraising