

# LAUREN R. BOLANOS

## COMMUNICATIONS SPECIALIST

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### PROFESSIONAL SUMMARY

Creative and results-driven Public Affairs Specialist with over a decade of experience in strategic communications, visual storytelling, digital media, and web design. Expert in multimedia content creation, social media strategy, stakeholder engagement, and accessibility compliance within the federal health care setting. Proven success in leading integrated campaigns, launching digital platforms, and improving web and email marketing performance through data-driven decisions.

### EXPERIENCE

#### Public Affairs Specialist

VA Greater Los Angeles Healthcare System  
March 2023 - Present

- Leads digital content strategy and multimedia campaigns across web and social platforms, including launching new Instagram and YouTube accounts.
- Writes, edits, and publishes press releases and stories for the website using AP style.
- Manages web content, improves site usability, SEO, analytics and accessibility to comply with Section 508.
- Designs marketing materials and video content using Canva Pro and Adobe Suite.
- Produces town halls and helps coordinate high-profile media events.
- Trains staff on tools, technology and best practices to advance department goals.
- Facilitates media requests, which include approvals and coordination with legal and ethics teams, executive leadership, and health care services.

#### Visual Information Specialist

VA Greater Los Angeles Healthcare System  
February 2021-2023

- Developed digital and print materials for requests such as COVID-19 and flu outreach campaigns
- Redesigned the SharePoint homepage for the hospital and created a News and Information site for centralized employee communications.
- Provided event and portrait photography and retouching for digital and printed materials.
- Created templates for internal and external email marketing campaigns.

#### Photographer

Mom365 Newborn Photography  
February 2015-2021

- Captured and sold newborn photography in hospital settings, ensuring HIPAA compliance.
- Managed inventory, client relationships, and on-site sales, exceeding performance targets.

### EDUCATION

Carnegie Mellon University, Pittsburgh, PA  
Bachelor of Fine Arts in Visual Art - Cum Laude,  
May 2009  
GPA: 3.59/4

Recent Certifications:

- Introductory AI for Editors
- Hootsuite Platform and Social Media Marketing

### SKILLS & TOOLS

- Design & Video: Adobe Creative Suite (Photoshop, Illustrator, Premiere, InDesign, Acrobat Pro), Canva Pro
- Web & CMS: Drupal, WordPress, Squarespace, SharePoint, SiteImprove
- Analytics & Marketing: Google Analytics, SEO, GovDelivery, Mailchimp, Hootsuite
- Social Media: Facebook, Instagram, X, Threads, YouTube, LinkedIn, TikTok, Pinterest
- Other: CommonLookPDF, Microsoft Office, DSLR and mirrorless photography, ChatGPT