



LAUREN HARLAND

Marketing Strategist

CONTACT

- 📞 Available Upon Request
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EDUCATION

BACHELORS DEGREE

University of Tennessee,
Knoxville
August 2017- May 2021

Major: Communications
Minor: American Sign Language

SKILLS

| Professional

- Social Media Strategy
- Social Media Analytics
- Photography
- Videography
- Email Marketing
- Meta Ads
- Adobe Creative Suite
- WordPress Management
- Squarespace Management
- Search Engine Optimization
- CRM Development
- Event Planning
- AP Style Writing
- Microsoft Office Suite

SUMMARY

I am a creative and analytical worker in digital business and communications who has a distinct interest in social media and marketing. I bring 7 years of experience in digital media and branding including social media management, website management, graphic design, videography, photography, email marketing, content creation, print promotion, and paid search. I take pride in being self-motivated, an excellent communicator, a team player, and a quick learner.

WORK EXPERIENCE

MARKETING COORDINATOR

Don Kennedy Roofing / March 2021 - Present

Overseeing and developing marketing content for 4 divisions of the company including content creation (print and digital), market research, event coordination, and digital marketing while protecting and developing the established and trusted brand.

- Increased website traffic by 26% by introducing new comprehensive digital strategy
- Increased Google Reviews by 78% over 18-month campaign
- Managed a \$900,000 advertising budget and increased the ROAS from 32:1 to 34.4:1

SOCIAL MEDIA STRATEGIST

Tennessee Athletics / August 2017 - May 2021

Developing social media content for department and team accounts to increase fan engagement, drive revenue, and augment brand presence through digital platforms (Facebook, Twitter/X, Instagram, Youtube).

- Main Accounts: @ladyvol_hoops, @vol_sports, @vol_hoops
- Campaigns: #WeBackPat, Welcome Home Kellie Harper, Senior CLASS Awards
- Notable Events: 2018, 2019, 2020 Women's SEC Basketball Tournament; 2019 Volscars

DIGITAL CONSULTANT

Volunteer Traditions / May 2020 - December 2020

Serving as a digital consultant and strategist for the retail company to optimize opportunities for growth by: creating and executing best practices for social channels, developing an influencer model and strategy, planning and orchestrating the launch of the Fall 2020 collection.

- Increased Instagram followers by 2500 and raised engagement rates from 0.8% to 3.2%
- Developed a tone of voice for the brand accounts on social platforms
- Basic SEO work on the website blog posts

MARKET MANAGER

Wilco Events Board / April 2019 - November 2019

Managing 3 farmers markets in middle Tennessee, overseeing the day-to-day operations of the markets with a focus on vendor relations, event planning, email marketing, and digital marketing.

- Nolensville Farmers Market: increased Instagram followers by 18% and increased interaction rate from 0.28% to 1.04%
- Brentwood Farmers Market: increased Instagram followers by 16% and increased interaction rate from 1.26% to 3.64%