








# LAUREN HARLAND

Marketing Strategist

## CONTACT

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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 and Squarespace
- 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 branding 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 an 18-month campaign
- Managed \$900,000 advertising budget and increased 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 Managed: @ladyvol\_hoops, @vol\_sports, @vol\_hoops
- Campaigns: #WeBackPat, Welcome Home Kellie Harper, Senior CLASS Awards
- Notable Events: 2018-2020 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 and product listings