

Lauren Guia

Online Marketing
Specialist

Details

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Profile

Over 3 years of experience in online marketing, specializing in lead generation and email marketing. Proven ability to increase leads by implementing targeted campaigns and strategies. Experienced in managing budgets, developing creative content, and reporting on campaign results. Strong analytical skills with a focus on data-driven decision making.

Employment History

Online Marketing Specialist at Bluegrass Marketing Pros, KY

Jun 2022 - Present

- Led the development and execution of an integrated marketing plan that increased website traffic by 150% within 6 months.
- Created and executed email marketing campaigns that resulted in a 15% increase in click-through rates.
- Implemented SEO strategies that led to a 50% improvement in organic search engine rankings.
- Managed social media accounts for 3 major brands, resulting in a combined total follower growth of 25%.
- Planned and executed 5 successful online promotional events with budgets ranging from \$500-\$5,000.

Online Marketing Associate at KY Online Marketing, KY

Jul 2019 - May 2022

- Wrote and designed weekly email blasts that increased click-through rates by 15%.
 - Implemented a new social media strategy that garnered 500 new followers in 2 weeks.
 - Crafted and executed paid search campaigns resulting in a 20% increase in web traffic.
 - Analyzed website data to identify areas for improvement, then created and implemented plans to address those areas.
 - Wrote blog posts that were shared an average of 300 times each.
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Education

Bachelor of Science in Marketing at University of Kentucky

Sep 2014 - May 2019

I have learned to communicate effectively, to do market research, to understand consumer behavior, and to create marketing plans.

Links

[linkedin.com/in/laurenguia](https://www.linkedin.com/in/laurenguia)