

# LAUREN REDMOND

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## CAREER OBJECTIVE

A determined content specialist with a track record of implementing effective communication strategies and email campaigns. Seeking a role in project management to leverage expertise in driving brand engagement and maximising conversion rates through compelling content creation.

## SKILLS

- Content writing with ability to create effective promotional copy for various digital platforms
- Email marketing with proficiency in developing successful campaigns
- Experienced in developing content strategies to drive targeted search traffic
- Ability to maintain brand consistency and adapt tone, voice, and style to suit different audiences
- Website management experience
- Keyword research and SEO fundamentals
- Strong verbal and written communication skills
- Proficient in Microsoft Office and Google Docs
- Social media skills including Instagram, Twitter, Facebook, and YouTube
- Exceptional time management and multitasking skills

## EDUCATION

- 2019-2020      **Trinity College Dublin**  
*Master of Philosophy in Children's and Adolescent Literature (2:1)*
- 2014-2016      **University of California, Los Angeles**  
*Cum Laude Bachelor of Arts in English Literature (2:1)*

## WORK EXPERIENCE

- 11/2021 - Now      **KnowHowDo (Dublin, Ireland)**  
*Content and Email Marketing Specialist*
- Manages end-to-end email marketing campaigns via Klaviyo, including planning, copywriting, targeting, setup, A/B testing, execution, reporting, and optimization.
  - Implements and maintains consistent brand identity across all digital platforms including e-commerce sites, blogs, email and social media channels.
  - Influences course sales through strategic cross-selling for each brand, demonstrating a track record of delivering exceptional results with a notable 15% boost in sales.
  - Manages blogs and social media content for the site as needed, collaborating with the content team to continually improve course design, delivery, and copy.
- 03/2021 - 11/2021      *Editorial Assistant*
- Proofread and copy edited content, including text courses, exams, and video captions with exceptional attention to detail for quality assurance.
  - Collaborated with content team to provide feedback for improving design, delivery and content of older courses.
  - Assisted with organisational tasks such as handling of customer complaints, creating excel databases, and codifying departmental processes and procedures.

- 08/2017 - 06/2019      **medeuronet (Strasbourg, France)**  
*Communications Account Manager*
- Provided comprehensive communication services to medical companies, including medical writing, product research, and email marketing via Mailchimp to enhance brand positioning and engage target audiences.
  - Successfully managed social media for clients, overseeing diverse tasks such as creating video interviews for YouTube, and marketing products through Twitter and Instagram, increasing brand visibility and engagement.
  - Offered administrative support with a focus on data entry via CRM systems, scheduling meetings, and preparing reports and presentations.
- 01/2017 – 06/2019      *Editor*
- Supervised article submissions, monitoring the status of over 30 manuscripts at any given time and directly interfacing with journal editors to ensure a smooth submission process.
  - Collaborated with surgeons and medical companies to develop high-quality clinical research papers, ensuring adherence to industry standards and guidelines.
  - Edited and submitted articles to reputable peer-review journals, overseeing manuscript changes and proofreading galleys prior to publication.
- 09/2016 - 12/2016      *Marketing Intern*
- Organised marketing campaigns for medeuronet services by reaching out to potential clients via social media advertising and email marketing.
  - Answered phones to manage inquiries, organised informational databases, and provided needed administrative support for both medeuronet and medical company clients.
  - Contributed articles on innovation and entrepreneurship in healthcare to medeuronet's online platform, MedTech Engine.
- 09/2014 - 07/2016      **Undergraduate Admissions, UCLA (Los Angeles, USA)**  
*Student Assistant to Administration*
- Provided office support for 4+ managers through message taking, scheduling meetings, liaising across teams, and running errands.
  - Streamlined hiring process by maintaining database of employee information through administrative support including filing and scanning documents.
  - Managed weekly records of vacation/sick leave for 100+ employees by cross-referencing spreadsheets with a time-reporting system.

## REFERENCES

References and writing samples available upon request