



# LAUREL BROOK LUJAN

## DIGITAL MARKETING & STRATEGY GRADUATE

I have a professional writing, editing, publishing and digital marketing background. I am a self-starter who is ambitious, concise and diplomatic as a professional in the workplace. I desire to continue to grow my digital marketing and communication skills.

## EDUCATION

❖ *Masters in Strategic and Digital Marketing (SDM), Rennes School of Business (September 2022 -March 2024)*

- Student Delegate 2022-2023: Focused on communication with the student body and addressed their comments, questions and concerns. Mediated conflicts and investigated matters.
- Teaching WIX for a Mentee Program to help the students develop usable skills for web design and business development.
- Conducted IMC planning for a small business project and focused on a digital marketing plan to boost business and goals for the future.

❖ *Double Degree (IBPM) International Bachelor Program in Management & Sales and Marketing, Rennes School of Business (Graduated Winter 2021)*

- Took a class in entrepreneurial endeavors and created a fictional product to understand business planning and management.
- Took negotiation and ethics classes to build communication skills

❖ *Journalism Major AA, Skyline College (Graduated Spring 2018)*

- Wrote and edited articles for university newspapers and magazines.
- Managed newspaper staff and editors for projects and deadlines.
- Participated and edited digital media such as podcasts, audio, and videos.

## CONTACT:

📞 +33 6 85 02 92 77

✉️ laurellujan@gmail.com

🌐 [www.linkedin.com/in/laurel-brook-lujan](http://www.linkedin.com/in/laurel-brook-lujan)

🌐 [www.laurelbrooklujan.com](http://www.laurelbrooklujan.com)

## LANGUAGES:

- English-Native
- French- A1

## AWARDS:

- Poetry Contests: Who's Who and Congress Library, Who's Who Poetry Contest
- General Excellence for Online Journalism award from the Journalism Association of Community Colleges General Excellence during spring 2017 at the State Convention
- General Excellence for Print Journalism award from the Journalism Association of Community Colleges during fall 2017 at the NorCal Conference
- 2nd Place for Best of Show Website for a Small College at the Associated Collegiate Press Midwinter Conference
- 1st Place for Online General Excellence award in the two-year college division from the California News Publishers Association's Better Newspapers Competition

## HARD SKILLS:

- SEO marketing
- Digital strategy and development
- IMC planning
- Interviewing
- WordPress
- Wix
- Canva
- Pack Office (Microsoft 365)
- HubDB
- Confluence

## SOFT SKILLS:

- Adaptability
- Communication
- Negotiation
- Leadership
- Conflict resolution
- Creativity

## HOBBIES:

- Knitting/Crocheting
- Writing/Reading
- Cooking

## EXPERIENCES

### *Marketing:*

#### ❖ *Digital Marketing Intern, Harmonic Inc., September 2023- February 2024*

- Conducted operational website updates on the official company website.
- Participated in marketing campaigns for new software.
- Created email invitations and landing pages for webinars and sales events to encourage one-on-one sales team consultations.
- Brought up the company's official website health score from 782-885 through the use of ContentKing and analytics.
- Maintained a database of customer contacts through organization, analysis and creating solutions to challenges.
- Project managed campaign projects which include webinars and solutions for future strategies to execute.
- Collaborated with team members for new newsletter design, content and social media campaign to gain organic traffic, relationships and communities.
- Conducted financial plan analysis to determine which SEO subscription is best for the company.
- Edited presentations, projects and reports.

#### ❖ *IJSP, (Internship Job Shadow Program) Marketing Intern for Digital Marketing at Bay Area Entrepreneur Center, Summer June 2020-August 2020:*

- Learning in a real-world professional experience and exploring educational and career interests in a virtual environment.
- Worked with a local business owner to improve their business via digital marketing including web design (WordPress), finding better alternatives to save money and giving tutorials on social media marketing and online presence.
- Created special social media hashtags to help small businesses in San Bruno working under Pcyeta Stroud' supervision for Bay Area Entrepreneur Center.

#### ❖ *Spring 2019: Free-Lance Writer for the College of San Mateo for Richard Rojo, Head of Public Relations*

- Wrote articles for the community college bulletin and contributed ideas for later publications.
- Coordinated and planned marketing campaigns, executing them through articles.

## *Writing/Communication:*

### *❖ The Asteria Collective, Founder, Editor and Writer, Spring 2021- Current*

- Writing, editing, and publishing articles about art, culture and spirituality for online publication.

### *❖ Blogger for Luna of Estrella, Spring 2015- Spring 2020:*

- Creating a blog based on personal experiences as a business owner, spiritual reader and advisor utilizing WordPress & WIX.

### *❖ Intern Reporter for the Metro Eireann Newspaper: Dublin, Ireland, Summer 2018:*

- Wrote, published, researched, and interviewed sources for the newspaper.

### *❖ Research Reporter for California Community College Journalism Collaboration Project, Summer 2017- Summer 2018:*

- Collaborated in a California-wide research project on a chosen topic to show the results of how it affects students and where the issues stem from.

### *❖ Reporter Intern at the San Mateo Daily Journal, Summer 2017- Summer 2018:*

- Experienced writing news articles and interviewing sources. Wrote and organized police blotter.
- Conducted research for articles.

## *Teaching:*

### *❖ English Teacher and Coordinator for Institut Franco Americain: Rennes, France, Winter 2019-Fall 2020, Fall 2023- Current*

- Led conversation groups for French adults wanting to improve their English through speaking.
- Planned and prepared material used for the meetings based on the level of English and communicating with the group members ahead of weekly meetings.
- Coordinated the youth activities tailoring the activities based on age groups.

❖ ***BLIS (Big Lift Inspiring Summers Program) Learning Facilitator Intern at San Mateo County Libraries, Summer 2021/2022:***

- Teaching elementary-level school children science, math and reading lessons to fill the gap of virtual learning.
- Establishing and maintaining an environment that embraces the growth mindset by leading children to learn new creative techniques and take advantage of enriching academic opportunities.
- Facilitates daily activities with the co-facilitator and teacher to execute new lesson plans and activities.
- Trained other facilitators to be ready for the program.

❖ ***First Grade Aide at Saint Dunstan School, Fall 2021-Winter 2022:***

- Aiding teachers and elementary level school children in learning math, ELA, spelling, religion, science & social studies.
- Aiding other teachers and staff with school activities and setting up. Establishing and maintaining an environment that embraces the growth mindset by leading children to learn new creative techniques and take advantage of enriching academic opportunities.
- Facilitating daily activities with teachers to execute new lesson plans and activities.

❖ ***English Teacher for La Chance: Rennes, France, Winter 2019- Spring 2020:***

- A French Journalism program to prepare French-speaking students for advanced entry University English exam.
- Developed materials for the French journalism university students for the entry exam in person and online.