



Laurel B Lujan

MARKETING AND PR SPECIALIST

📍 SAINT GREGOIRE

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QUALITIES

- TENACIOUS
- COMMUNICATIVE
- CREATIVE
- LEADER

EDUCATION

MASTERS IN STRATEGIC AND DIGITAL MARKETING (SDM), RENNES SCHOOL OF BUSINESS

GRADUATED 2024

STUDENT REPRESENTATIVE 2022-2023

SKILLS:

- Mentorship- Taught WIX for a Mentee Program
- Project management: Conducted IMC planning and led group projects.
- Digital Marketing: Learned and utilized SEO tools including Google Analytics. Created business plans including the use of social media and strategically planning the desired business goal before executing it.

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.

PROFESSIONAL EXPERIENCES

THEE MAGICK TOUCH {ENTREPRENEUR}, SAINT GREGOIRE, FRANCE (2025-CURRENT)

FOUNDER, MARKETING AND PR SPECIALIST

- Specializing in digital marketing and strategy for local businesses.
- Focusing on achieving their business goals and long-term results through SEO, KPIs, backlinks and social media.
- Heavily dedicated to researching appropriate industries for trends, demographics and psychographics to find marketing solutions.
- Planning and creating online content and scheduling for business owners such as videos, posts and images for branding.

HARMONIC INC., CESSON-SEVIGNE, FRANCE

SEPTEMBER 2023- FEBRUARY 2024

DIGITAL MARKETING INTERN

- Hired to conduct operational website tasks, manage and create landing pages, and emails for campaigns by utilizing HubDB and Confluence.
- The result of tasks:
 - Brought up the company's official website health score from 782-885 through the use of ContentKing and analytics.
 - Found solutions to challenges found while maintaining a database of customer contacts through organization, analysis.
 - Given the responsibility to conduct financial plan analysis to determine which SEO subscription is best for the company.

IJSP, (INTERNSHIP JOB SHADOW PROGRAM)

BAY AREA ENTREPRENEUR CENTER, SAN BRUNO, CA.

SUMMER JUNE 2020-AUGUST 2020:

MARKETING INTERN FOR DIGITAL MARKETING

- Hired to work 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.

- The result of tasks:

HARD SKILLS:

- SEO marketing
- Digital strategy and Development
- IMC Planning
- Interviewing
- Teaching
- WordPress
- Wix
- Canva
- Pack Office (Microsoft 365) HubDB
- Confluence
- Social Media

SOFT SKILLS:

- Adaptability
- Negotiation
- Conflict Resolution
- Writing
- Editing
- Organization
- Coordination
- Autonomy
- Patience

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
- Top Five Chips Quinn Scholar Program Runner-Up 2019

- Business is still in business and their internet presence on social media and Google expanded.

- Created special social media hashtags to help small businesses in San Bruno working under Pcyeta Stroud's supervision for Bay Area Entrepreneur Center.

THE COLLEGE OF SAN MATEO FOR RICHARD ROJO, HEAD OF PUBLIC RELATIONS, SAN MATEO, CALIFORNIA SPRING 2019

FREE-LANCE WRITER

- 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, SAN BRUNO, CA.

SPRING 2021- CURRENT

FOUNDER, EDITOR AND WRITER

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

LUNA OF ESTRELLA, SAN BRUNO, CA.

SPRING 2015-SPRING 2020

BLOGGER

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

METRO EIREANN NEWSPAPER-DUBLIN, IRELAND

SUMMER 2018

INTERN REPORTER

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

CALIFORNIA COMMUNITY COLLEGE JOURNALISM COLLABORATION PROJECT, CALIFORNIA

SUMMER 2017-SUMMER 2018

RESEARCH REPORTER

- 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.

SAN MATEO DAILY JOURNAL, SAN MATEO, CA.

SUMMER 2017- SUMMER 2018

INTERN REPORTER

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

TEACHING

Interests:

- Knitting
- Crocheting
- Reading
- Writing
- Cooking
- Dancing
- Yoga
- Meditation

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.

ENGLISH TEACHER FOR LES PETITS BILINGUES RENNES, FRANCE, SPRING 2024-CURRENT

- Taught children from 2 years old to 10 years old English through pedagogy.
- Conducted circle time to teach English vocabulary, phrases and interactive activities.
- Read stories and sang songs in English to familiarize children with pronunciation.
- Conducted academic lessons from lesson plans and workbooks to further the children's English journey.



To whom it may concern

I have had the pleasure of working closely with Ms. Laurel Lujan during her tenure (September 2023 to February 2024) as a Digital Marketing Intern at Harmonic. Throughout her time with us, she has consistently demonstrated exceptional proficiency and dedication in her role, making her an invaluable member of our team.

Ms. Lujan's contributions to our digital marketing efforts have been noteworthy. From conducting operational website updates to crafting engaging email invitations, newsletters and landing pages, she has consistently delivered high-quality work. Her adept use of tools such as ContentKing and Google Analytics has significantly helped in improving our website's health score, showcasing her interest in optimizing SEO performance and driving organic traffic.

Additionally, Ms. Lujan's collaborative nature and transversal approach have been instrumental in the success of various marketing campaigns. She has effectively coordinated with team members and other departments to ensure the seamless execution of projects, demonstrating strong project management skills and a keen eye for detail.

Beyond her technical abilities, Ms. Lujan possesses excellent communication skills and a proactive attitude. She has consistently contributed valuable ideas and solutions to overcome challenges, and her efforts in maintaining a database of customer contacts through organization, analysis, and problem-solving have streamlined our marketing efforts and improved customer relationship management.

In conclusion, based on her exceptional performance and dedication, I have no hesitation in highly recommending Ms. Lujan for any position in digital marketing or related fields. She has proven herself to be a valuable asset to our team, and I am confident that she will bring the same level of dedication and expertise to any role she undertakes in the future.

Please do not hesitate to contact me, if you require any further information or clarification.

Sincerely,

Priyanka Tamuley
SEO and Content Marketing Lead
Harmonic
1 February, 2024