

Lauren Kaudelka

CONTENT WRITER, COPY EDITOR, DIGITAL MARKETER

CONTACT



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Colorado Springs, CO

RELEVANT SKILLS

Social Media Marketing

- HeyOrca
- Hootsuite
- Facebook and Instagram Analytics
- Facebook Ads Manager

Web Design Familiarity

- HubSpot
- WordPress

Certifications

- Google Ads Display Certification (May 2021)
- Google Ads Search Certification (May 2021)
- HubSpot Content Marketing Certification (June 2020)

Other Relevant Skills

- Wrike
- Basecamp
- Canva
- Google Suite

RELEVANT EXPERIENCE

Markentum | **Colorado Springs, CO** | **April 2020-Present**

CONTENT WRITER

- Create 16+ monthly blogs of 700-1000 words using SEO best practices
 - Earned two Silver ADDY Awards for Blogs & Digital Publication (February 2021)
- Compose effective email marketing copy designed to connect with audiences in various stages of the marketing funnel
- Write engaging website copy with full understanding of a client's voice, audience, and marketing objectives
- Collaborate with social media team to create 6+ compelling monthly social calendars
- Create written content for a variety of other channels, including landing pages, Facebook Ads, eBooks, and other downloadable content pieces

Anoroc Agency | **Raleigh, NC** | **May 2018-April 2020**

DIGITAL CONTENT SPECIALIST

- Created relevant and engaging social media and content calendars for up to 10 clients at a time
 - Increased one client's Facebook engagement by 2,757% in 9 months
- Managed Facebook Ads campaigns and analyzed results
- Examined documents and print media for accuracy, consistency, and grammatical correctness
- Researched topics and wrote informative, persuasive monthly blog posts optimized for search
- Composed compelling headline and body copy for creative and technical pieces
- Optimized websites for search using appropriate keywords and best SEO practices
 - Raised one client's search engine ranking to the first position for 52% of keywords
- Stayed up-to-date on current SEO and social media trends and strategies

Sprout Media Lab | **Raleigh, NC** | **January – May 2018**

DIGITAL MARKETING ASSISTANT

- Developed keyword lists, meta titles and descriptions, and website content following SEO best practices
- Created engaging social media posts and ran Facebook promotions for clients
- Managed and optimized clients' Google My Business Map Listings
- Redesigned content management platform, streamlining content structure and creation

EDUCATION

North Carolina State University | **Raleigh, NC** | **May 2017**

B.S. IN BUSINESS ADMINISTRATION WITH CONCENTRATION IN MARKETING

- GPA: 3.45/4.0, Dean's List 5 out of 7 semesters
- Minor in French

Lancaster University | **Lancashire, England** | **Study Abroad**

Lille Catholic University | **Lille, France** | **Study Abroad**