

Lauren Abraham

SPEAKER PROGRAMS COORDINATOR

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Objective

Detail-oriented Content Writer and Coordinator with over 9 years of experience in marketing and operations. Proven track record in project management and content creation, seeking to leverage skills in B2B technology marketing to contribute to Computer Task Group's comprehensive content strategy.

Skills

- Content Marketing
- Copy Editing
- Copywriting
- Keyword Research
- Canva
- Process Improvement
- Budget Reconciliation
- Project Management
- Customer Relationship Management

Work Experience

SPEAKER PROGRAMS COORDINATOR

OPEN Health Scientific Communications | Remote | 2022-Present

- Coordinate Speaker Programs, ensuring adherence to compliance protocols and managing logistics with precision.
- Develop and manage budgets, collaborate with finance teams, and provide detailed financial reports.
- Maintain comprehensive records of Speaker Programs, ensuring regulatory compliance.
- Stay informed about industry trends, laws, and innovations in event management.
- Facilitate effective communication between speakers, vendors, and internal teams, ensuring seamless event execution.

OPERATIONS MANAGER

2nd Avenue Animal Hospital | Columbus, GA | 2016-2021

- Directed customer experiences with a focus on interactions, touchpoints, and engagement methods.
- Resolved client concerns diplomatically, cultivating strong relationships and retaining patronage.
- Managed recruiting processes, producing effective job postings and overseeing interviews.
- Led the implementation of PetDesk app (CRM) and a new phone system, improving client engagement and communication processes.
- Authored policy addendums, job descriptions, business letters, and memos, ensuring clarity and professionalism.
- Appointed as project manager for the set up of PetDesk app (CRM) and new phone system through Weave, increasing client engagement and improving client communication processes - reducing customer service calls to an average of less than five minutes.
- Troubleshoot various IT issues including client database and client portal downtime, phone system updates, and more.

CUSTOMER SUCCESS

NextPaw | Phenix City, AL (Remote) | 2020-2021

- Launched 10+ personalized websites and e-commerce stores for a variety of retail and service based businesses.
- Developed new procedures for submitting ongoing web site revisions, reducing support calls by 14%.

Work Experience *(continued...)*

- Maintained security licensing, backlinks, and structured data to ensure proper functioning and increase search engine rankings.
- Collected and analyzed website metrics including organic and paid traffic, customer engagement, click-through rates, and cost-per clicks.
- Optimized website exposure by analyzing search engine patterns to direct online placement of keywords.
- Maintained security licensing, backlinks, and structured data to ensure compliance and increase search engine rankings.

RECEPTIONIST

2nd Avenue Animal Hospital | Columbus, GA | 2013-2015

- Excelled at client rapport, building enduring relationships with clients through effective communication.
- Managed appointments and provided recommendations, showcasing strong customer service skills.
- Relayed messages between clients and staff, facilitating timely problem-solving.
- Established and maintained a mail-in rebate system for pet healthcare, demonstrating organizational and detail-oriented skills.
- Developed a comprehensive cleaning sheet for the reception area, ensuring a professional and welcoming environment.
- Cataloged pet information and balanced daily financials, exhibiting attention to detail.

Education

Columbus State University

Bachelor of Business Administration (BBA) Marketing, 2019

Columbus, GA

Trevecca Nazarene University

General Studies, 2009-2011

Nashville, TN