

Lauren Ing

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Dedicated wordsmith and content manager with 10 years of experience ideating and creating content aligned with strategy and value, from the heart, for consumer and business audiences.

Key Skills

- Writing & Editing
- Critical Thinking
- Campaign Management
- Communication

Professional Experience

● Content Marketing Manager

AVOXI | October 2022 - January 2024

- Developed methodical and engaging high-quality content assets, including eBooks, blogs, and webinars, resulting in 15% YoY MQL growth.
- Conceptualized and executed horizontal-led campaign messaging, audience persona, and channel orchestration to improve lead nurture.
- Facilitated content strategy and research discussions with Product and Sales experts to create stage-specific webpages, checklists, and case studies.
- Analyzed brand awareness and engagement metrics, refining content as needed based on outcomes relative to business goals.

● Senior Content Specialist

AVOXI | October 2021 - September 2022

- Utilized SEO best practices to optimize blog and webpage content to improve organic search rankings.
- Developed vertical-led content strategy using Leadership and Sales expertise.
- Crafted and refined Brand Style Guide, including brand story, tone of voice, audience persona, formatting, and more, aligning with the current business direction.
- Introduced new content types and improved social media engagement by 31% YoY.

● Content Marketing Writer

AVOXI | July 2020 - September 2021

- Managed content and social media calendar and deliverables.
- Created profitable search-optimized blogs, resulting in tens of thousands of supplemental revenue.
- Researched and developed competitor analysis, identifying content gaps, to leverage unique value and topic opportunities.

● Content Marketing Manager

Pinnacle Promotions | August 2019 - March 2020

- Developed e-commerce social media strategy, audience personas, and social selling LinkedIn strategy.
- Collaborated with the merchandising team to develop content assets and messaging to grow their accounts and leads.
- Ensured all copy was compliant and adhered to brand guidelines, style, and tone of voice.
- Analyzed channel-based metrics; refining content and messaging as needed.
- Managed Pinnacle Promotions and NetKnacks social media accounts and activity, making improvement recommendations to the executive team.

● Copywriter

CoStar Group | April 2018 - August 2019

- Researched and created unique, search-optimized blog and website content for multifamily division subsidiaries: Apartments.com, ApartmentFinder.com, ForRent.com, and Landlordology.com.
- Maintained subsidiary editorial calendars with content topics that support the business's brand awareness and authority goals.
- Tracked content marketing success using Google Analytics and Tableau dashboard.

● Marketing Communications Specialist

CoStar Group | December 2016 - March 2018

- Wrote original content for internal newsletter, press releases, acquisition announcements, company updates, and employee engagement articles.
- Produced marketing and sales-enablement materials, such as flyers, pitch decks, press releases, and whitepapers, for the company's multifamily division brand, Apartments.com.
- Coordinated trade show promotional items and marketing materials for annual conferences, roadshows, and customer visits.

● Social Media Specialist

CoStar Group | September 2014 - December 2016

- Spearheaded ApartmentFinder.com's social media campaigns, creating a strong brand presence across its social media accounts.
- Utilized platform analytics to track and report channel metrics and online reputation.
- Wrote original website copy for FinderSites' clientele to boost their local online presence and increase qualified renter leads.

Education

- *Georgia State University, Atlanta, GA September 2010 - July 2014*

BBA in Marketing

Accomplishments

- Finalist in Best Multi-Author Blog

Content Marketing World Awards | September 2019

Our small team of copywriters was a finalist in the category for our Renterverse blog. The judges voted based on engagement metrics and user experience.

- Best Project Execution

AVOXI | January 2022

Our four-person team won 'Best Execution' of our Alert Me feature in a bi-annual company Innovation Week. This project was voted based on customer needs, added value, cost analysis to build and sell, deployment projections, and a fully baked demo.

References

- Katharine Kellar

(Supervisor) | February 2023 - January 2024

Cell Phone: 412-297-6140

● **Ashley Bard**

(Vice President of Marketing) | April 2022 - April 2023

Cell Phone: 724-448-8555