

Lauren Correa

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I am a self-starting, creative marketer with a broad skillset that includes web design, content development, and video editing. I'm seeking a position where I can put my skills to use for a company whose mission I am passionate about.

Relevant Employment

Sr. Marketing Coordinator, Global Indemnity Group

November 2019 – October 2023 | Bala Cynwyd, PA

- Manage social media content development for multiple brands of insurance on LinkedIn, Instagram, and Facebook, and schedule posts using Sprout. Grew our Instagram presence through implementation of social media contests.
- Develop and write blog posts on the subject of collectors and lifestyle; this includes conducting interviews with people to feature on the blog. Schedule blog posts and manage website content using Wordpress.
- Coordinate internal and external email communications and deploy using Higher Logic.
- Develop video content and edit videos for social media and internal company use using Adobe Premiere Pro.
- Design flyers and other marketing collateral in Adobe Creative Suite.

Marketing Coordinator, Conlin's Print

May 2016 – November 2019 | King of Prussia, PA

Restructured the Marketing Department from the ground-up.

- Launched www.ConlinsPress.com, our print and marketing blog. Designed the blog and managed the editorial calendar via Wordpress. Wrote and proofread all content, including tutorials, design resources, and interviews with local business owners.
- Collaborated with sales team to produce direct mail campaigns, including quarterly newsletters, and sales collateral to attract new prospects and maintain a relationship with current customers.
- Grew our email list by creating a free resource library as a signup incentive. Developed content for our weekly email. Designed the mobile-responsive template and deployed the email using XMPie Circle.
- Increased the social media following on accounts such as Twitter, Facebook, and Instagram.
- Managed our advertising efforts, including radio ads on KYW as well as other digital and print ads.
- Filmed behind-the-scenes videos for YouTube and edited videos using Adobe Premiere Pro.

Freelance Wordpress Consultant

September 2010 - May 2016

- Coordinated with Solidmark LLC to manage updates for multiple company websites on Wordpress.
- Designed and developed custom Wordpress themes for business owners.

Educational Experience

Rowan University

2008-2010 | BS in Entrepreneurship

- William G. Rohrer Scholarship Recipient
- Business Plan Competition Third Place Winner
- 3.8 GPA Magna Cum Laude

Burlington County College

2006-2008 | Associate's in Business Administration

- 3.65 GPA Dean's List

Skills

Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Bootstrap Mobile Framework, Higher Logic, Google Analytics, HTML & CSS, Responsive Email Templates, Social Media, Wordpress