

Lauryn E. Smith

 www.linkedin.com/in/slauryn17

CERTIFICATIONS

Digital Marketing Certificate;
George Washington University

Musical Theatre Conservatory (MTC) Program; Imagination Stage — an intensive 2-year performance technique training opportunity for students

VOLUNTEER SERVICES

Imagination Stage; Bethesda, MD — Theater Performance to raise money so DC Public Schools students get an opportunity to experience and perform arts.

TECHNICAL SKILLS

Google Analytics

Google & Meta Ads

Microsoft Office (PowerPoint, Excel, Word, SharePoint)

Web Content Development (Writing, Editing, Publishing)

WordPress

Landing Page Development

Press Releases

Social Media Marketing (Facebook, Instagram, Twitter, YouTube, and LinkedIn)

Email Writing

Adobe Creative Studio (Acrobat, InDesign, Photoshop, XD, Premiere)

Instructional Writing

Training Material Development

Zoom / Webinars

Mailchimp

OBJECTIVE

To secure a web and marketing position that allows me to leverage my writing, analytical, and creative skills. To continue to grow skills in content development, User Experience, SEO optimization, accessibility, visual design, and web analytics.

EDUCATION

George Washington University, Washington, DC — *Digital Marketing Certificate, Apr 2023*

Coursework / Marketing Projects:

- *Digital Marketing Bootcamp* - Collaborated with teammates to create social media content, design WordPress websites, write marketing emails, and develop data-driven marketing strategies and campaigns.
- *Mental Health First Aid Training* - Create digital media using Canva to promote and coordinate Mental Health First Aid for community members in Baltimore.

Swarthmore College, Swarthmore, PA — *Bachelor's Degree, Jun 2021*

The Field School, Washington, DC — *Academic Diploma, Jun 2017*

WORK EXPERIENCE

Marketing Assistant, Nonviolent Peaceforce - *Oct 2023 - Present*

Collaborate with the External Relations Manager in developing and implementing strategies to increase brand awareness for the Nonviolent Peaceforce Non-Profit Organization.

- Develop Google Ad campaigns for Store, Donations, Events, and UCP landing pages. Duties include conducting keyword research, writing ad copy, setting up ads, and developing a presentation explaining the developed ad strategy to the communications team.
- Modify the NP website and content to improve usability, Search Engine Optimization (SEO), and web performance using accessibility best practices and WCAG 2 requirements. Updates include sitemap development, alt text and meta description writing, creating accessible PDFs.
- Assist with restructuring and streamlining the NP's website architecture.
- Design and develop 3 landing pages using WordPress, including writing web copy
- Update major landing pages with new content, including briefs, press clips, and blog posts.
- Collaborate with the Communication team to develop a strategy to increase website visits
 - Create an info guide identifying benchmarks to measure impact and goal achievement
 - Review and Provide web metrics to assist management to strategize for website enhancements
 - Organized Google Analytics dashboard to showcase top metrics
- Write audience-friendly social media and email copy for Twitter, LinkedIn, and monthly newsletter.

Clinical Research Assistant, University of Maryland - *Sep 2021 - March 2024*

Coordinated with the Research Professor to evaluate the Arundel Lodge Behavioral Health Urgent Care Center, including marketing the research project to 2000+ potential research participants.

- Successfully led a team, managing daily workflows, developing and implementing processes and policies to streamline operations and achieve data collection goals.
- Responding to client inquiries and feedback regarding the project's goals, details, and data
- Identified a data collection problem due to a lack of interviews, and developed marketing materials to 2 infographics for the clinical nurses & implemented mass message text workflow to increase patient awareness.
 - This resulted in an increase in patient participation from 2 interviews monthly to 10 interviews monthly.

