LAUREN SMITH

L / S

S E O & D I G I T A L M A R K E T I N G S P E C I A L I S T

# O V E R V I E W

Experienced professional with extensive knowledge of Digital Marketing and

Search Engine Optimization, holding a MSc in Business Administration and a BA In Marketing from Boston College.

# C O N T A C T

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# E X P E R I E N C E

## Digital Marketing Specialist

03/2016 – 05/2020

*Creative Box*

## Project Manager

02/2015 – 10/2015

*The Write Agency*

VOLUNTEER WORK

## Social Media Manager

10/2013 – 07/2016

*Doctors without Borders*

# E D U C A T I O N

MSc in Business Administration

08/2015 – 06/2019

*Boston College*

Dissertation:

* The Age of Influence – How influencers changed the world as we know it.

CERTIFICATES

Facebook Business Manager Certification *(05/ 2018)*

Google Ads Certification *(07/2017)*



# S K I L L S

SEO & SEM | WordPress | HTML & CSS

Email Marketing | Google Analytics Keyword Optimization | Ahrefs

Project/Campaign Management

I N T E R E S T S

SEO | Influencer Marketing | Content Marketing

Video Production LANGUAGES

English (Native)

Spanish (Full Professional Proficiency) German (Limited Working Proficiency)