Leadership

Video Production

**MSc in Business Administration**

Boston College

08/2015 – 06/2019

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

*Task/Achievements:* Launched two campaigns that raised a total of $500 000.

**Social Media Manager**

Doctors Without Borders

*10/2013 – 07/2017*

**VOLUNTEER WORK**

**CERTIFICATES**

**Facebook Business Manager Certification** *(03/2019)*

**Google Ads Certification** *(08/2018)*

**EDUCATION**

*Achievements:*

* Increased social media conversion of the company by 23% in one of our major campaigns.
* Increased brand awareness by 20% in our main target audience.
* In charge of creating and curating the agency’s blog, which in turn improved our Google ranking by 220 in our most important keywords.

*Achievements:*

* Utilized SEO principles and vastly improved our different brands’ Google rankings
* Was primary Project Manager for the agency’s five largest accounts

**LANGUAGES**

English *(Native)*

Spanish *(Full Professional Proficiency)*

German *(Limited Working Proficiency)*

CRO & A/B Testing

Public Speaking

Keyword Optimization

Web Analytics

Email Marketing

HTML & CSS

WordPress

**SKILL**

SEO & SEM

Social Media Management

SEO

**INTERESTS**

Social Media Management

**WORK EXPERIENCE**

**CONTACT**

111-222-3333

**Digital Marketing Specialist**Creative Box
*03/2016 – 05/2020*

lauren.smith@cowrite.com

linkedin.com/in/lauren.smith

Nevada, United Sates

lauren-smith.com

**Project Manager**The Write Agency
*02/2015 – 10/2015*

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.

**PROFILE**

SEO & Digital Marketing Professional

*03/2016 – 05/2016*

*02/2016 – 03/2016*

**LAUREN SMITH**