┌

SEO & Digital Marketing Specialist

111-222-3333

lauren.smith@cowrite.com

linkedin.com/in/lauren.smith

Nevada, United Sates

lauren-smith.com



**MSc in Business Administration**

Boston College

*Year: 08/2015 – 06/2019*

*Dissertation:*

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

**EDUCATION**

**INTERESTS**

SEO | Influencer Marketing | Content Marketing

Video Production

**English** (Native)

**Spanish** (Full Professional Proficiency)

**German** (Limited Working Proficiency)

**LANGUAGES**

**SKILLS**

SEO & SEM | WordPress | HTML & CSS

Email Marketing | Google Analytics

Keyword Optimization | Ahrefs

Project/Campaign Management

**CERTIFICATES**

Facebook Business Manager Certification (05/2018)

Google Ads Certification (07/2017)

*03/2016 – 05/2020*

*Achievements:*

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

**Digital Marketing Specialist**Creative Box

**WORK EXPERIENCE**

*02/2015 – 10/2015*

**Project Manager**The Write Agency

*Achievements:*

* Increased social media conversion by 23% in one of our major campaigns.
* Increased brand awareness by 25% in our main target audience.
* In charge of creating and curating the agency’s blog, which in turn improved our Google ranking by 220 for our most important keywords.

*Task/Achievements:*

* *Launched two campaigns that raised a total of $500 000.*

*10/2013 – 07/2016*

**Social Media Manager**Doctors Without Borders

**VOLUNTEER WORK**

**OVERVIEW**

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.

**Lauren  
Smith**