

Hootsuite Social Marketing Certification **(03/2019)**

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

**CERTIFICATES**

**English**: Native | **Spanish**: Professional

**German**: Working| **Italian**: Working

**LANGUAGES**

**EDUCATION**

**MSc in Business Administration**

Boston College

Session: August 2016 to June 2018

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

**INTERESTS**

SEO

Leadership

Content Marketing

Social Media Management

**VOLUNTEER EXPERIENCE**

**Social Media Manager | Doctors Without Borders | Oct 2014 to May 2017**

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

**SKILLS & PROFICIENCY**

SEO & SEM | WordPress | HTML & CSS | Email Marketing | Web Analytics

Keyword Optimization | Public Speaking | Project/Campaign Management

CRO & A/B Testing

**Project Manager**The Write Agency  
May 2015 to December 2015

*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.

**Search Engine Marketing Specialist**Hub Digital Agency  
May 2016 to May 2019

*Achievements:*

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

**WORK EXPERIENCE**

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.

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**SUMMARY**

**CONTACT ME**

Lauren **Smith**

SEO & DIGITAL MARKETING SPECIALIST

**CERTIFICATIONS**

Professional in Human Resources Certification **(PHR)**

Senior Professional in Human Resources Certification **(SPHR)**

Six Sigma - Green Belt Certified

Prosci Change Management Certification

Center for Creative Leadership **(CCL)** 360 Assessment Certification