# How to reach me:

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# 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**

SEO & Digital Marketing Specialist

**Career Summary**

**Digital Marketing Specialist**

Creative Box 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

**Project Manager**

The Write Agency 02/2015 – 10/2015

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 keyword

**Volunteer Work Social Media Manager**

The Write Agency 02/2015 – 10/2015

Task / Achievements:

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

# Professional Skills

**Education**

**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.

**Certificates**

**Facebook Business Manager Certification**

(05/2018)

**Google Ads Certification**

(07/2017)

Coding Languages:

C#, ASP.NET JavaScript, HTML/CSS, Python

Frameworks/Systems:

MVC, AngularJS, bootstrap, Visual Studio, Team Foundation Server

Language English (Native)

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

Interests

SEO | Influencer Marketing | Content Marketing

Video Production