

LAUREN MALM

Digital Marketer

SOFTWARE

Email Marketing Platforms:
Listrak

Social Media Management:
Hootsuite

Display & Retargeting:
Facebook, Google Ads

Paid Search:
Google Ads, Microsoft Ads

Data Analysis:
Google Analytics, GA4, Looker Studio

Project Management:
Trello, Asana, Slack

COMMUNITY

The Mission Continues
Cat5 Liason / Volunteer
September 2013 - present

Junior League of Fort Worth
Volunteer / First Year Active
Co-Chair
May 2020 - present

Young Life Ministry
Student Leader
October 2010 - July 2013

CONTACT

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WORK EXPERIENCE

DIGITAL MARKETING MANAGER

Cat5 Commerce Apr 2016 - Present

- Implement integrated marketing campaigns for three eCommerce brands.
- Manage design, listings and content for Amazon storefront
- Direct strategic email marketing and automated campaigns to drive revenue and customer retention
- Lead creative teams in the development of all marketing assets, including web development and design
- Negotiate co-op advertising credit with vendors such as Under Armour, NIKE and Carhartt
- Assist in SEO efforts for all brands, achieving goals such as ranking #1 for targeted keywords
- Assist Chief Operating Officer with digital ad strategy (Google Ads / Microsoft Ads / Amazon Ads)
- Create and manage Facebook advertising campaigns
- Manage all editorial content and copywriting efforts
- Analyze performance to continuously strengthen the brands' digital presence

DIGITAL MARKETING SPECIALIST

Cat5 Commerce | Oct 2013 - Apr 2016

- Effectively managed social channels for three eCommerce brands, including Facebook, Instagram, Google+, Twitter and YouTube
- Chief copywriter for all Cat5 Commerce brands
- Worked directly with an in-house design team on all marketing assets, including web development and design
- Managed outreach and link building strategies
- Fostered relationships with industry bloggers and publishers
- Acted as the face of the brand in product videos hosted on YouTube as well as each website

SOCIAL MEDIA SPECIALIST

Cat5 Commerce Sept 2013 - Oct 2013

- Sole copywriter for most profitable web property, TacticalGear.com
- Sourced and generated social media content for Facebook, Instagram, Google+, Twitter and YouTube
- Identified strategies and coordinated social campaigns to increase fan engagement
- Wrote weekly blog posts

EDUCATION

BACHELOR OF JOURNALISM, STRATEGIC COMMUNICATION

University of Missouri | 2009 - 2013