

# 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

P: 817.781.4416  
E: laurenalm@gmail.com  
W: www.laurenalm.com

### 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*