

L A U R A W A T K I N S

SUMMARY OF QUALIFICATIONS

- Intelligent, motivated and eager to succeed in a role that requires advanced online or interactive marketing and/or copywriting capabilities and experience
- Knowledge of successful email marketing strategies, expertise in advertising and promotional copywriting and web content creation
- Advanced knowledge of computers including Microsoft Office, HTML, CSS, various content management systems, basic Photoshop and extensive research capabilities
- Strong analytical skills with the ability to test and adapt
- Responsible and highly organized; adapts quickly to new situations and technologies
- Experience managing successful client and vendor relationships on a daily basis, while creating proposals and documenting billing and account specifics
- Extremely adept at developing high-quality solutions with limited resources/time
- Excellent internal/external customer service and communication skills
- Exceptional writing and proofreading skills
- Knowledge of internet and web content best practices

PROFESSIONAL EXPERIENCE

2009-Present **Marketing Communications Specialist** Columbus, Ohio
CallCopy, Inc.

- Coordinates online marketing activities including email marketing, social media (Facebook, Twitter, etc.), internal site marketing (landing pages, calls to actions, etc.) and tracking and reporting relevant to these items
- Creates high-quality marketing collateral including print and web materials such as case studies, whitepapers, brochures, blog posts, social media, website content and press releases
- Serves as lead copywriter for marketing and corporate communication materials

2008-2009 **eMarketing Manager** Columbus, Ohio
ECNext, Inc.

- Manages internal relationships and relationships with clients regarding online marketing efforts and activities including email marketing, social media, article marketing, SEO press releases, podcasts, internal site marketing and tracking and reporting relevant to these items
- Creates first-class marketing campaigns and web content internally as well as for clients; leads and oversees the strategic direction and development of new and existing online marketing programs and recommends and manages outside vendors while working to ensure brand consistency
- Identifies and defines best practices and ensures that they are applied to all online marketing-related activities company-wide

2007-2008 **Communications Manager** Columbus, Ohio

The Ohio Public Library Information Network (OPLIN), State Library of Ohio

- Manages the production, development and operation of all OPLIN websites; determines organization and placement of web content; monitors, analyzes and reports on website usage data; creates content for OPLIN websites and blogs; oversees contributing editor
- Manages public relations for OPLIN; writes press releases and other public statements; moderates various electronic mailing lists; serves as marketing liaison
- Promotes OPLIN's services to state government, public libraries and Ohio communities; works with outside contacts and vendors

2006-2007 **Editorial Marketing Coordinator** Columbus, Ohio

ECNext, Inc.

- Serves as editor-in-chief for Manta.com, a top 10 business information website; works directly with developers, graphic designers and project managers on a daily basis to produce high quality website content with extremely fast turnover
- Responsible for producing compelling website content, press releases, newsletters, articles, email copy and other projects; frequently produces business news articles for online syndication; works with clients on the creation of marketing materials; works with vendors to execute programs and tracks metrics associated with marketing program performance
- Manages all email marketing for Manta.com; responsible for coordinating graphic design, editorial content, ad placement and gathering and analyzing associated metrics

2004 – 2006 **Technology LTA** Columbus, Ohio

Columbus Metropolitan Library

- Provides all aspects of information/reference services; provides computer-related problem solving and troubleshooting; teaches internet and basic computer classes; records/submits weekly and monthly statistics; provides circulation services; leads several creative projects; supervises the Summer Lunch Program; supervises the VolunTeens: delegates tasks, creates work schedules

EDUCATION

2002-2005 Ohio Dominican University Columbus, Ohio

Communication Studies/Professional Writing

KEEPING CURRENT

- Online media blogger: www.explauration.com
- Social networker: Twitter, Facebook, LinkedIn, etc.
- Prolific article exposure on internet—topics relating to technology and business information
- TechColumbus Member
- Published in *Gesture*, a literary arts magazine