



# LAUREN KAYE

MARKETING EDITOR

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## CONTACT

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## ABOUT

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I am an experienced writer and editor with a background in content marketing. I am a hardworking, creative, and self-motivated person who has a range of skills to contribute to your marketing efforts.

## EXPERIENCE

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### ENGLISH TEACHER

GOBIERNO DE ESPAÑA | SEPT 2015 - PRESENT

- Teach English in bilingual schools
- Plan lessons, collaborate with teachers, organize language exchanges in the community

### MARKETING EDITOR

BRAFTON, INC. | MAY 2013 - SEPT 2015

- Developed and managed content marketing campaigns for search, social, and email
- Site conversions increased 800%

### CONTENT MARKETING WRITER

BRAFTON, INC. | JAN 2012 - MAY 2013

- Created custom content for clients across industries (with a focus on tech & SMBs)
- Wrote and edited blogs, white papers, news articles

## EDUCATION

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### BACHELOR OF ARTS, MAJOR IN ENGLISH

VIRGINIA TECH | 2006 - 2010

SUMMA CUM LAUDE

## SKILLS

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- SEO and Google Analytics
- Copywriting & Editing
- Content Marketing Strategy
- Social Media Marketing
- Layout Design
- Project management
- Email Marketing
- Spanish

## FREELANCE

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### INTERNATIONAL LIVING

AN AFFORDABLE EUROPEAN LIFESTYLE IN ONE OF SPAIN'S BEST-KEPT SECRETS

DEC 2014

### TALKING STICK

HISTORIC HALL PLANS FOR CO-ED SWITCH

JULY/AUGUST 2009