

LAUREN KAYE

MARKETING EDITOR

WORK EXPERIENCE

SEPT 2015 -
MAY 2017

English Teacher

Spanish Government

- Taught English in bilingual schools
- Planned lessons and collaborated with teachers
- Organized language exchanges in the community

MAY 2013 -
SEPT 2015

Marketing Editor

Brafton, Inc.

- Created and edited content for our website
- Monitored analytics and generated reports
- Worked with the marketing director to develop and manage content marketing campaigns for search, social, and email
- Site conversions increased 800%

JAN 2012 -
MAY 2013

Content Marketing Writer

Brafton, Inc.

- Created custom content for clients across industries with a focus on tech & SMBs
 - Wrote blogs, white papers, news articles
 - Edited content for other writers
-

EDUCATION

2008 - 2010

Virginia Tech

Bachelor of Arts, English; Creative and Professional Writing
Summa Cum Laude

2006 - 2008

University of Colorado

English

SKILLS

- Copywriting & Editing
 - Content Marketing Strategy
 - SEO and Google Analytics
 - Social Media Marketing
 - Layout Design
 - HTML, XML, CSS
 - Adobe Creative Suite
 - Social Media Marketing
 - Project Management
 - Spanish
-

CONTACT

(720) 987 - 5879
2018 Ionosphere St. #5
Longmont, CO
Lauren.e.e.kaye@gmail.com

FREELANCE

Blogmutt: May 2016-Present

International Living: An Affordable European Lifestyle In One of Spain's Best-kept Secrets, June 2016

Talking Stick: Historic Hall Plans for Co-Ed Switch, July/August 2009