

# LAUREN GREEN

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## ABOUT ME

A passionate technical learner and professional who houses experience enabling the ability to evolve alongside an ever-changing industry. I hold a dynamic skillset, demonstrating a holistic outlook on technology as it drives the online space. A dependable team player who is skilled and innovative.

## CORE COMPETENCIES

**Technical:** Audience Platform Architecture, Site Testing and Optimization, Data Onboarding, Analytical and DSP Syndication

**Strategic:** Use Case Development, Audience Management, HTML/CSS management, Data Management

**Solution Design:** Project Management Planning, Technical Documentation

## EXPERIENCE

**August 2018 - Current**

**Audience Platforms Solution Architect – Merkle Inc.**

- Implement audience and optimization platforms into client atmosphere for emphasis on site content management and personalization
- Assisted client in building and managing audiences for view of site and customer behavior
- Develop website driven use cases for implementation, testing, and optimization through marketing stack platforms

## CERTIFICATIONS

**Adobe Professional** - Adobe Target Business Practitioner

**Adobe Professional** - Adobe Analytics Business Practitioner

**Adobe Certified Expert** - Adobe Audience Manager Business Practitioner

**Google Analytics IQ** - Certified

## EDUCATION

**Bentley University**, Waltham, MA

Bachelor of Science in Marketing, May 2018

Minor: Computer Information Systems

Student Athlete: Women's Basketball – 2014-2018

## PLATFORM EXPERTISE

- **Adobe Marketing Stack:** AAM, Target, Analytics, AEM
- **Google Analytics / GTM**
- **CDPs:** AIQ, Lytics
- **DMPs:** Salesforce, Oracle, Zeta
- **CRM** - LiveRamp

## TECHNICAL SKILLS

8/10

HTML

8 / 10

CSS

5/10

JavaScript

10 / 10

Troubleshooting/Testing

6 / 10

Web Dev Tools and Frameworks

## SOFT SKILLS

- Team oriented
- Constant learner
- Adaptability
- Time-management
- Strong communicator

