

Lauren Hines

GROWTH MARKETING &
MARKETPLACE STRATEGY
PROFESSIONAL

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PROFILE

Growth oriented marketing and operations professional with 10+ years delivering large-scale audience engagement initiatives and 15+ years of hands-on online marketplace experience.

Skilled in SEO optimization, digital merchandising, buyer behavior analysis, and Google Analytics-driven decision making.

Passionate about scaling enthusiast-driven marketplaces through community engagement and cross-channel growth strategies.

CORE SKILLS

- Marketplace Growth Strategy
- SEO & Keyword Optimization
- Google Analytics & Website Performance Tracking
- Conversion Optimization
- Digital Merchandising
- Buyer Behavior Analysis
- Pricing & Competitive Strategy
- Audience Engagement & Retention
- Cross-Channel Marketing

EDUCATION

Bachelor of Arts - English

Certification - Hospitality & Tourism Management

PROFESSIONAL EXPERIENCE

MARKETPLACE GROWTH & DIGITAL COMMERCE

Independent Marketplace Seller & Digital Commerce Operator

2009 – Present

- Built and managed multi-platform online sales operations, applying SEO, pricing strategy, and buyer insights to drive sustained performance.
- Developed SEO-optimized listings using keyword strategy and competitive analysis to improve search visibility and sell-through rates
- Managed full lifecycle of marketplace sales including pricing strategy, customer engagement, and performance tracking
- Applied buyer psychology and market trend analysis to optimize product positioning and maximize conversion

DIGITAL MARKETING & WEBSITE MANAGEMENT

Digital Marketing & Content Specialist

BedPlanet.com | 2016 – 2018

Managed website content, SEO optimization, and digital merchandising for a national e-commerce retailer, supporting visibility, engagement, and conversion performance.

- Wrote and optimized product descriptions and web content using SEO best practices to improve search visibility and organic traffic
- Monitored website performance using Google Analytics to track user behavior, traffic sources, and engagement trends
- Edited product imagery and digital assets to enhance online presentation and improve customer experience

AUDIENCE ENGAGEMENT & EVENT STRATEGY

Event Operations & Audience Engagement Specialist

Various Organizations | 2013 – Present

Supported delivery of large-scale experiential programs and brand initiatives focused on audience engagement, participant experience, and seamless execution within complex, high-visibility environments.

- Contributed to audience-facing programs supporting major global events, including automotive industry exhibitions with 200,000+ attendees and thousands of exhibitors
- Collaborated cross-functionally with marketing, product, and technical teams to support brand activations and participant engagement initiatives
- Supported experiential strategies that strengthened participation, engagement, and program effectiveness
- Extensive experience supporting automotive industry events, including long-term involvement with enthusiast-focused exhibitions and vehicle showcase environments.

EVENTS COORDINATOR

Event Operations

Blue Rickshaw | 2018 – 2020

- Supported planning and execution of corporate experiential programs, coordinating vendors and stakeholders within fast-paced environments. Contributed to audience engagement initiatives and operational improvements that enhanced participant experience.

AUTOMOTIVE INDUSTRY & ENTHUSIAST EVENTS

2017 – Present

8+ years supporting major automotive exhibitions, including long-term involvement with SEMA, AAPEX, and PRI environments. Deep familiarity with enthusiast culture, collector vehicle markets, and community-driven automotive ecosystems.