

LAUREN SHACKELFORD

Marketing Manager

☎ 816-863-7838

✉ leshackelford@outlook.com

📍 1120 14th St. Auburn, NE 68305

Education

Northwest Missouri State University

Bachelor of Science in
Business Management & Marketing
August 2010 - July 2014

Skills

- Campaign Management
- Stakeholder Management
- Content Creation
- Cross-Functional Collaboration
- Marketing Automation
- HTML/CSS

Tools

- Asana
- Slack
- Power BI
- Hubspot
- Confluence
- Semrush
- Ahrefs

Certifications

AIPMM Certified Product Manager

Hubspot Marketing Software Certified



Work Experience

Marketing & Administrative Assistant

Action Technology Services - Nebraska City, NE

April 2024 to Present

- Collaborate and design branding materials including brochures, folders, & business cards; coordinate with vendors to ensure brand consistency
- Assist with the development of visual presentations and pitch decks using PowerPoint and Canva to support internal and client meetings.
- Answer and route incoming calls, emails, and inquiries with professionalism and efficiency
- Manage daily bookkeeping tasks using QuickBooks, including invoicing, expense tracking, inventory and bank reconciliations.
- Coordinate schedules, meetings, and appointments across multiple calendars; send reminders and prepare supporting materials.

Marketing Manager

Sprious (Rayobyte) - Lincoln, NE

November 2023 to April 2024

- Foster collaborative relationships with cross-functional teams that include sales, product management, marketing and customer support
- Manage the most important websites for our products, taking full ownership for their content strategy, development and functionality
- Work with designers to craft and refine visual identity of Sprious products
- Develop campaign concepts, growth strategies, and quarterly marketing research for a tech infrastructure company
- Take a data-driven approach to messaging by conducting keyword research, rigorous A/B testing and customer reviews
- Create and manage brand guidelines
- Craft and build successful email campaigns including strategy, design and content

Product Manager

Sprious (Rayobyte) - Lincoln, NE

October 2022 to November 2023

- Led a diverse, global team in implementing customer feedback and aligning with internal stakeholders to deliver impactful product features
- Crafted vision statements, developed epics, and authored user stories for streamlined collaboration with the DevOps team
- Managed roadmap and product backlog, achieving revenue growth from \$142k to \$1 million within one year
- Built a self-sign-up feature driving a 287%+ month-over-month increase in new customers
- Regularly communicated with customers, collaborating closely with the Account Management Team to gather valuable feedback and drive product improvements
- Regularly presented product updates to the leadership team and company

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Brand Manager

Sprious (Rayobyte) - Lincoln, NE

August 2021 to September 2022

- Led end-to-end blog operations: keyword research, content strategy, writer management, editing, publishing, and performance tracking
- Managed a team of writers across five websites, ensuring consistent quality and voice
- Conducted in-depth persona and market research to inform content direction and product positioning
- Oversaw the visual design and UX of the Rayobyte website to align with brand strategy
- Spearheaded Rayobyte's rebranding initiative, resulting in a 50% increase in weekly website traffic
- Supervised a team of designers to deliver cohesive and high-impact creative assets

Marketing Coordinator

Webster Digital Marketing - Omaha, NE

September 2019 to September 2021

- Collaborated with and implemented brand visibility, presence & development through website redesign, SEO, review initiatives, email campaigns, Google ads and online optimization for 16+ businesses
- Developed and designed launch materials for an author, contributing to the book's placement on multiple Amazon best seller lists.
- Conducted weekly presentations to local Omaha company executives and employees as an active member of Business Network International, showcasing Webster Digital Marketing and its comprehensive services tailored to assist businesses in establishing an online web presence

Communications Director

Open Door Mission - Omaha, NE

February 2019 to January 2020

- Proof and approve production of promotional materials, direct mail, newsletters, digital marketing, social media (Facebook, Twitter, Instagram, Vimeo & LinkedIn), photography, fundraising events and blog
- Work within digital budget parameters and digital marketing company to develop and implement marketing strategies by analyzing key data and consumer demographics, initially increasing digital advertising revenue by an astounding 6000%+ over 2 months
- Integrate seasonal marketing campaigns in print, digital, video and radio
- Create email campaigns and send to database of 90,000+ emails
- Lead monthly departmental meetings & present to the Board of Directors on Marketing updates and initiatives
- Lead, create, design, & execute annual campaigns for #GivingTuesday & Omaha Gives (digital, video, social media, direct mail, newsletters, and donor database)

Digital Communications Specialist

Open Door Mission - Omaha, NE

October 2017 to February 2019

- Developed & managed print and digital communications designed to promote company brand, image and values
- Coordinate and design graphics and documents for effective, high-quality branding with Adobe Creative Suite
- Design and create content for promotional materials, direct mail, newsletters, digital marketing, social media (Facebook, Twitter, Instagram & LinkedIn) and blog
- Developed and distributed monthly employee internal communications