LAUREN LAPOINT

DIGITAL MARKETING | FRONT-END DESIGN

OBJECTIVE

I am seeking a position in web development where I can showcase my coding, design and UX skills. I'd love to work with a strong team of developers to create beautiful, modern web applications.

CONTACT

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EXPERIENCE

E-dreamz | Ecommerce Web Solutions

Digital Marketing Strategist
January - October 2018

- Worked closely with clients to develop digital marketing strategies to improve user traffic, conversions, social following, ecommerce sales, site speed, user experience and functionality.
- Created web content for clients to improve SEO rankings. This included strategic keyword research, backlinking, and research on latest news and technologies within client's industry.
- Managed client's Google Ads and Analytics accounts and budgets to optimize costs.
- Collaborated with internal web development team to design wireframes and site layout for a smooth, efficient user experience.
- Facilitated site health audits to fix 404 errors, 501 redirects, implement robot.txt and sitemap.xml file for Google crawlers.
- Through tactical digital marketing strategies, our team excelled digital sales for a client from 300k to 1 million in sales over a 6 month period.

Wells Fargo | Marketing & Sales

Digital Marketing Consultant
January 2016 - July 2017

- Author of 6-8 digital marketing campaign projects per week including secure session targeted offers and public web pages for Credit Card LOB on wellsfargo.com. Included banners, text links, splash pages, public web pages.
- Collaborated with creative services, vendors, and marketing managers to optimize copy, images, and page setup for an improved customer user experience. Jan 2016 campaigns increased conversion between 2-5% in 6 months from launch date.
- Lead manager of emergency digital campaign queue. Reviewed and executed 10-15 new requests each week within a 24-hour turnover period (per project). Included prime rate, copy and image updates to existing campaigns on wellsfargo.com.
- Project lead on configuring all existing digital credit card campaigns to render on mobile and tablet platforms. Built existing desktop assets for mobile and tablet using SDL Tridion CMS. Improved (credit card) customer retention by 14% over a 9-month period.

Lowes | Product Content Development

Digital Marketing Consultant
November 2014 - December 2015

- Enhanced 23k digital product content assets (over 12 months), including image and video content for lumber, lawn machine supply, and windows/doors.
- Final approver of digital product content before published to lowes.com. This required editing copy, video, and images through Adobe software: Photoshop, InDesign, and Illustrator.
- Managed video processing and uploads to lowes.com. Filmed video, edited content using Adobe software, and published to appropriate product web pages to enhance customer awareness and education of product. New video content increased customer traffic for lumber and lawn supply LOB by 22% over a 5-month period.
- Establish strong relationships with vendors to keep product content up to date, visually pleasing, and functional for an efficient online shopping customer experience.

Belk | Web & Product Content

Web Content Strategist
January 2014 - September 2014

- Created all Drop Ship and CARS (Content Acquisition Request System) activity for Belk.com. Included 40-50 projects per week, updating existing product content online and inputting new copy, images, and video content for new products. Improved website conversion rate by 31.7% over a 3-month period for home and shoes.
- Build valuable relationships with vendors to meet advertising and publishing deadlines. Included working with vendors to improve product click rates, digital sales, and web page functionality. Product pages were managed, built, and analyzed through an internal CMS.

EDUCATION

University of North Carolina at Charlotte

Full Stack Coding Bootcamp
June 2018 - Dec 2018

John Carroll University

BA, Communications and Theatre Arts, 3.7 GPA
August 2009 - May 2013

Institute Catholique de Paris

Full Stack Coding Bootcamp
June 2018 - Dec 2018

SKILLS

- Project Management
- Strong Communication Skills
- Fast learner and Proactive

Technical Dev (see project section):
- HTML, CSS, JavaScript, jQuery
- NodeJS
- ReactJS
- Git/GitHub/Bash/Terminal
- MySQL & MongoDB

Digital Marketing:
- Hootsuite, Sprout Social
- Google Ads, Analytics
- Moz, SEMRush, Screaming Frog, Crazy Egg

WEB DEVELOPMENT PROJECTS

GitHub Profile: https://github.com/llapoint27

Travell-o-Lette
Link: https://github.com/rgfathrg/crash_alderson

Collaborated on a team of four to build a travel based web application. Upon log in you create an account which is managed through Firebase authentication and database. When you click "Let's Go" a randomized city is populated which facilitates an API call for Google map hotels and Ticketmaster. You can then save your favorite events to the database by clicking on the events. The events are then stored on a separate favorites page, which you can revisit and view or remove the events. My contributions include building out API functionality and front-end design using HTML, CSS, and Bootstrap.

Bands
Link: https://github.com/jpgaghan/bands
Link: https://thawing-thicket74898.herokuapp.com/

Collaborated on a team of five to build a concert based application. This application uses Firebase authentication, Sequelize, Materialize, Node, Fetch, Moment.js and six API's. The concept behind this application is to enable users to search for their favorite bands, in doing so, the application shows all upcoming concerts for that band. Once the user selects the concert they wish to go to, it will then give the user options of hotels, events and restaurants in that area. The user can save each of these to their favorites as well which then will organize by city on their favorites page. My contributions to this designing and executing the entire front-end of the application including page layout, UI/UX design, and API functionality.