




LAUREN OLSSON

DIGITAL DIY ENGAGEMENT, ANALYST

 847-224-1618

 laurenlolsson@gmail.com

 Charlotte, NC

SKILLS

- Utilizing employer systems such as Figma, Adobe Analytics, PowerBI, JIRA, Google Ad Manager, Fully Story
- 3+ years of in-office experience in corporate environment
- Presenting under time constraints

INVOLVEMENT

- Completed official True Color, Clifton Strengths Quest, & DISK assessment
- Secretary for Eta Psi Chapter of Kappa Delta Sorority (2018)

REFERENCES

Samuel Lowder

Sr. Merchant, Lowe's Companies Inc.
Lowe's Companies Inc. 704-830-7406

Jennier Jo

Online Sales Activation, Manager
Lowe's Companies Inc. 704-758-1000

EDUCATION

UX/UI Bootcamp Certificate

University of Minnesota, Online 2023

Bachelor of Arts: Communications

University of North Carolina
at Charlotte, 2019

WORK EXPERIENCE

Digital DIY Engagement, Analysts July 2022- Present
SSC-Lowe's Home Improvement. Mooresville, NC

- Manages the funnel banner planning and execution process for online events and Kitchen & Bath promotional offers on Lowe's.com
- Provides direction to Visual Designers, Copy Writers, and Production teams to meet weekly creative deadlines on a 4 week production timeline
- Strategizes and executes banner placements through Google Ad Manager, and provides banner performance analysis to drive business led decisions to improve banner engagement and sales.
- Evaluates content performance through A/B testing by analyzing content click through rate. Most recent test includes testing brand recognition within banner copy where results showed a 1% difference in CTR, and moving forward with more successful banner content for future designs

Omni Merchandising, Specialist April 2020- July 2022
SSC-Lowe's Home Improvement. Mooresville, NC

- Responsibilities included being a liaison for Vendors, Merchants, Store Associates, and Cross-functional Partners to support the buying process of the Fastening business both in store, and online for over 10,000 skus
- Managed item lifecycle by keeping systems up to date with barcode, marketing data, and item cost information
- Reviewed store blueprints and planograms for accuracy and compliance with product line reviews and aisle resets
- Onboarded over 10 dropship vendors as well as 4 in house vendors resulting in the addition of over 500 new items to over 1,000 stores

Merchandise Marketing Promotions, Specialist July 2019- April 2020
SSC-Lowe's Home Improvement. Mooresville, NC

- Supported the Tabloid promotion process of Lawn & Garden & Cleaning products from page strategy to in-store signage and print ad execution
- Lead weekly creative review meetings with Merchandising, Pricing, & Product Content teams to ensure accuracy of print publication
- Created onboarding material and trained 3 incoming team members

Development & Programming Intern August 2018-December 2018
Blumenthal Performing Arts. Charlotte, NC

- Assisted Event Manager with preparation and implementation of a premier 3-day comedy festival that welcomed over 200 performers and 3,000 guests including: Fortune Feimster, Jay Pharoah, Janeane Garofalo & Randy Rainbow
- Published Giving Tuesday post on social media to encourage donor engagement, averaging in 100 likes per post
- Reviewed and edited performer contracts and riders for rental client's performances