

Lauren Taylor Knutson

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EXCEL GOOGLE ANALYTICS HTML/CSS R/RSTUDIO SEM/CONTENT STRATEGY AGILE STRATEGY.

EDUCATION

University of Wisconsin, Madison, WI -BBA Marketing

Sept. 2018 - May 2022

Certificates in Digital Studies and Theatre

GPA 3.617

ACADEMIC PROJECTS

Digital Marketing Plan for Cindeerella Beauty®

Spring 2021

Conducted semester long research on target market, competitors, and digital marketing practices to curate recommendations for SEM (paid and organic), Content strategy, Website/UX design, Email marketing, display ads, Social media platforms, and KPI to measure success.

Digital Marketing Analytics Coursework

Spring 2021

Using real time data from retailers I curated: cluster analysis for personalized targeting in regards to customer acquisition, counterfactual analysis to evaluate campaign performances using cross website clickstream data, stock analysis using AAR in relation to social media.

PROFESSIONAL EXPERIENCE

Milwaukee Tool, Brookfield, WI – Product Marketing Intern JUNE 2020 – AUGUST 2020

Organized and Executed Field Testing Logistics and Planning for over 300 units of NPD/ Launched an Extensive Analysis of 8 Future Competitors' Online Presence/ Developed Marketing Communication and Training Assets for a Large New Product Launch/ Communicated Across Departments to Provide Information to Distribution Partners.

UW-Madison Data Science Hub – Student Program Assistant OCTOBER 2020-PRESENT

Documenting Processes for Future Trainings/ Creating Bi-weekly Eloqua Newsletters for 500+ Graduates and Professionals/ Creating Custom Websites per Event Using Github/ Training in various programming languages for varying tasks.

ACCOMPLISHMENTS

5 Consecutive Semesters of Women In Business Leadership (Executive Board & Board)

Dean's List for Spring semester of 2019, 2020, 2021

Participant in the **Digital Leadership Academy** hosted by Cognizant during 2021 Summer