



LAUREN BARNETT

DIGITAL MARKETING
SPECIALIST

CONTACT

816-510-3306

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www.lauren-barnett.com

EDUCATION

UNIVERSITY OF MISSOURI

Bachelor's Degree in Journalism

Minor in Business | 2014 – 2017

PROFILE

Experienced digital content creator and manager. Focused on all things digital and improving business-to-client relationships.

EXPERIENCE

DIGITAL MARKETING SPECIALIST

WADDELL & REED • APRIL 2018 – CURRENT

- Maintain multiple websites on different platforms
- Create and design mobile apps for corporate events
- Manage daily communications process
- Build and send weekly recap email using a CRM
- Report site metrics using Google Analytics

WEB CONTENT WRITER

SPRINT • DECEMBER 2016 – MARCH 2018

- Wrote promotional copy to drive digital sales and upgrades
- Built customized web pages using Adobe Experience Manager
- Created themed offer messaging
- Developed digital strategy and style

WEB CONTENT SPECIALIST INTERN

SPRINT • SUMMER 2016

- Wrote copy focused on elevating Sprint's brand image
- Balanced multiple projects to meet weekly deadlines
- Coordinated varying interests of project stakeholders

SKILLS

Digital Marketing Strategy

Copywriting

HTML / CSS

Web Content Development

Blogging

Adobe Creative Suite

Adobe Experience Manager

AP Style