



Lauren Weber

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Overview

I am in charge of the Small Business department and manage a team of five people. My team includes developers, designers and account managers. I am responsible for both new business and client retention within the department. I also have experience in Project Management, Copywriting and Design. I work with a wide variety of clients in the arts, beverage, IT, senior living, human resources, asset management and food service industries.

Education

2000-2001 Transylvania University
2001-2004 University of Kentucky
Integrated Strategic Communications (BA), Magna Cum Lauda
Dean's List-2001, 2002, 2003, 2004

Employment

January 2010-Present Director, LEAP

I manage the jump! department handling existing and new business projects. I am responsible for proposals and account management in my department. The focus of my position is to not only build client relationships, but also serve as a liaison between the team and the client.

2009-2010 Project Manager, LEAP

As a part of the client services department I was responsible for scheduling client requests and facilitating long-term projects for a wide variety of clients. I also trained new hires on our internal production system.

2007-2009 Traffic Manager, LEAP

I managed project schedules and resources. I also managed several major accounts and oversaw several different types of website projects including redesigns, search engine optimization projects and maintenance retainer projects.

2004-2007 Traffic Manager, Kleier Communications, Inc.

I met with clients, coordinated accounts, worked with the creative team to help design websites, created templates, designed logos, researched client markets, dealt with online data management tool errors and proofed ads.

PROFICIENCIES

Adobe Creative Suite
Clients & Profits
SalesForce
Attask
WordPress
Constant Contact
Exact Target
Microsoft Office

SPECIALTIES

Advertising
Digital Marketing
Public Relations
Marketing Strategy
Project Management
Account Management
Web Design
Branding
Social Media
Team Leadership
SEO

ASSOCIATIONS

American Ad Fed
PRSSA

CERTIFICATIONS

Google Analytics



LinkedIn



Twitter



Pinterest



Google +



Site