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| Lauren Hudgins  laurenhudgins.com | |
|  | Professional Profile I am excited to enter the next stage of my digital strategy and advertising career utilizing a combination of my exemplary writing experience coupled with my background in community involvement and education.   * Hold Master of Arts in Writing, Master of Fine Arts in Creative Nonfiction, and Bachelor of Arts in Psychology. * Experienced in social advocacy, community engagement, management of personnel, graphic design, and software solutions to enhance the digital media experience. * Dedicated to the power of social media, and always fostering an intense optimism about how it can create a compassionate and engaged human ecosystem. * Led classes, seminars, workshops, and community-focused activities in two hemispheres.  Education, Honors, and Certifications Master of Fine Arts – Creative Nonfiction  Portland State University, Portland, OR, 2014  Master of Arts in Writing – Book Publishing  Portland State University, Portland, OR, 2014  Bachelor of Arts – Psychology  Reed College, Portland, OR, 2006 Key Qualifications Expert in Facebook, Instagram, and Adwords advertising, with additional experience with advertising on LinkedIn, Twitter, and Pinterest.  Design, purchase, and program half-million dollars in digital ads for state and national politicians during campaign season.  Manage social media accounts for international portfolio of companies.  Analyze clients’ business plans to determine appropriate social media platforms and design customized social media campaigns.  Monitor social metrics and tailor posts and ads based on data-driven decisions.  Facilitate partnerships with based on assessed community strengths and needs.  Perform crisis intervention and mediation.  Plan community events.  Craft and execute engaging lessons using various motivational and differentiation strategies to engage audience.  Advocate on behalf of clients. EmploymentProfessional Experience in Digital Marketing and Advertising  * Digital Strategist and Publicist, Freelance January 2017 to Present * Digital Strategist, Advertising August 2015 to December 2016   Mandate Media, Portland, OR   * Senior Social Media Strategist**,** May 2014 to August 2015   Big Buzz Social, Portland, OR Professional Experience in Community Involvement  * Marketing & Outreach Coordinator, 2015-2016   Open Source Bridge, Portland, OR   * Writer, September 2012 to December 2015   Visitant Lit, Portland, OR   * Social Media Manager, 2012 to 2013   Ooligan Press, Portland, OR   * Parent and Community Engagement Specialist, 2008 to 2009   AmeriCorps / Portland Impact, Portland, OR Professional Experience in Education  * Graduate Research Assistant, 2011 to 2014   Portland State University, Portland, OR   * Lead Gear Up Tutor, 2009 to 2010   Impact Northwest, Portland, OR   * Temporary Extended Day Coordinator, 2009   Impact Northwest, Portland, OR   * Assistant Language Teacher, 2007 to 2008   Interac, Gunma, Japan Other Skills  * Google Analytics * SEO * Microsoft Office * Photoshop and other Adobe Suite programs * Skilled photographer – album cover art *Bon Iver EP: Blood Bank* * Copywriting * Content strategy * Webinars and customer support. * Basic Python and Django programming.  References available upon request. |