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| Lauren Hudginslaurenhudgins.com |
|  | Professional ProfileI 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 CertificationsMaster of Fine Arts – Creative NonfictionPortland State University, Portland, OR, 2014Master of Arts in Writing – Book PublishingPortland State University, Portland, OR, 2014Bachelor of Arts – PsychologyReed College, Portland, OR, 2006Key QualificationsExpert 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, ORProfessional 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, ORProfessional 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, JapanOther 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. |