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Lauren Janine Young

11300 W. Parmer Lane, Cedar Park, TX 78613

## Professional Experience

### Freelance Graphic and Web Designer

1999- Present

Independent Contractor

Provided graphic design, web design, web development and online marketing services to select clients.

- Worked with national clients such as Liberty Alliance and National Jean Company
- Developed information architecture as well as project plans and specifications
- Successfully completed over 100 design-related projects for corporate, non-profit and small- to medium-sized business clients in diverse markets

### ELI Church Planting

2010- 2011

Marketing Manager

Developed, refined and executed both digital campaigns and traditional offerings like direct mailings.

- Developed, designed and executed the re-branding of all ELI online products.
- Increased new visitor traffic to ELI site 31% compared to last year
- Increased return visitor traffic to ELI site 55% compared to last year
- Increased traffic to ELI site from Twitter and Facebook over 60% compared to last year

### Washington Redskins

2008- 2009

Marketing Manager, Premium Seating

Supported the Consumer Marketing Director in business development and marketing. Managed web development and interactive projects.

- First Marketing Manager to developed, refined and execute campaign tactics ranging from website and digital marketing to direct mail, as well as communications with customers and partners.
- Developed, executed and managed e-newsletter strategy that emphasized a “exclusive Redskins information” approach which generated 30% increase in ticket sales.
- First Marketing Manager to manage web and interactive projects, including web development in and out of the department.

### Qualifications

#### Design Software (2D, 3D & vector graphics):

Adobe Illustrator  
 Adobe PhotoShop  
 Web Analytical Software:  
 Google Analytics  
 WebTrends

#### Publishing, Web & Word Processing Software:

Adobe Acrobat  
 Adobe InDesign  
 Adobe DreamWeaver  
 Microsoft Office  
 Quark Xpress

#### Multimedia and Digital Video Software:

Adobe After Effects  
 Adobe Premiere  
 Imovie  
 Final Cut Pro  
 Other  
 Archtics Platform

#### Web Development:

HTML / XHTML / CSS  
 PHP  
 XML  
 Joomla  
 Wordpress  
 Magento  
 CakePHP  
 MySQL  
 Email Marketing, Design and Development

#### Other:

Social Media Marketing  
 Search Engine Optimization  
 Pay Per Click Marketing  
 Information Architecture  
 Wireframe Prototyping  
 Project Management  
 Client and Vendor Management



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## Market Research.com

2002-2008

Publishing Marketing Manager

Developed, refined and executed campaign tactics ranging from website and digital marketing to direct mail.

- Worked with multiple departments planning the infrastructure, usability and technical requirements of new search system after the acquisition of Profound.
- Created, developed and implemented numerous company-wide SEO “Best Practices” policies/documents:
  - HTML Coding Guidelines
  - Content Copywriting Guides
  - Keyword Research (density, relevance, weight, etc)
- Managed website analytics software and generated reporting of entry pages and search terms for traffic, registration, and conversion.

## Market Research.com

Publishing Projects Coordinator

Managed the design and production process of all internal publishing products.

- First Publishing projects coordinator in company history to manage internal publishing lines Packaged Facts, Kalorama, SBI, and Simba.
- Implemented a project management system.
- Created all procedures and guidelines for report submission and for displays across three brands.

## Market Research.com

Publisher Relations Coordinator

Created and monitored schedules, deliverables and internal and vendor resources that submit content to Markeresearch.com site.

- Assisted in the in-house re-branding and website re-branding initiative by creating wireframes and working between technical, and design staff on branding and usability.
- Within six months promoted to top associate in department responsible in the management of over 150 major publisher (vendor) accounts including Mintel International Group, Datamonitor, and RocSearch, including 7 of the top 10 publisher accounts.

### Education

#### Corcoran College of Art

Washington, DC  
Bachelors Degree, New  
Media Design

#### Bradley Academy of Art and Design

York, PA  
Associates Degree,  
Multimedia