

LAUREN FELDIS

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PROFESSIONAL EXPERIENCE

Azazie, Los Angeles

Jan. 2023-present

Email Marketing Lead, Product Team

- Develop brand voice for highly effective, consumer-facing email campaigns that drive global website traffic and increase revenue.
- Manage all copywriting, content, and graphic design to craft compelling stories and maintain quality and consistency across all platforms.
- Conceptualize, plan, and execute content strategy that reinforces brand identity and drives optimal consumer engagement.
- Create original targeted copy that informs, captivates, and elevates brand presence.
- Collaborate cross-functionally with social media, design, and worldwide product teams to achieve monthly revenue goals, improve customer retention, and increase conversion.
- Build segmented, personalized journeys for automated email flows, and implement subscriber acquisition strategies to grow the database over 300%.

Azazie, San Jose

Jan. 2020-Dec. 2022

Marketing Coordinator, Digital Team

- Wrote persuasive product copy incorporating brand voice across all channels, and edited copy drafts sent from overseas teams to ensure clarity and quality.
- Worked collaboratively with members of the Digital and Brand teams to craft engaging and impactful messaging across all platforms.
- Tested and measured campaign performance to optimize audience engagement using Google Analytics to analyze sales data, CTR, CTO, conversion rates, and other key metrics.
- Tripled average open rate and increased click rates by 30%. Expanded number of engaged subscribers by 65% to 500k.

Marketing Intern, Brand Team

- Worked directly with Marketing Manager to develop strategic social media campaigns.
- Researched competitors and market trends, and identified potential partnerships.
- Designed and wrote compelling content for the Azazie blog to increase SEO and ROI.

Public Relations Intern, Landis Communications, Inc

Sep. 2019-Dec. 2019

- Researched client competitors and produced comprehensive competitive analysis reports.
- Compiled media lists using Cision; wrote press releases and media advisories to send to journalists.
- Collaborated with the PR team to brainstorm on pitches and story angles.

Digital Marketing Assistant, Elemental Green

June 2019-Sep. 2019

- Researched eco-friendly, sustainable home design ideas and products for company website.
- Created dynamic written and visual content targeting home-owners, architects, and designers.

OTHER WORK EXPERIENCE

Social Media Intern, Whitman College

Sep. 2018-May 2019

- Created social media campaigns to promote Whitman College to prospective students.
- Regularly took and posted photos and videos for Instagram, Facebook, and the Whitman Blog.

Social Media Marketing Intern, PJCC Camp Keff

May 2017-Aug. 2017

- Assisted marketing department to develop promotional brochures and social media content.
- Wrote daily blog posts about campers engaged in fun group activities, including photos and videos.
- Regularly updated Facebook and Instagram to publicize and advertise the summer camp.

Advertising Manager/Associate, The Whitman Wire

Aug. 2015-May 2017

- Hired and oversaw advertising associates and led team meetings; communicated with publisher.
- Corresponded frequently with companies and organizations about publishing ads in school newspaper.

EDUCATION AND SKILLS

BA Rhetoric Studies, Whitman College

- Excellent communication and organizational skills, proficient in Spanish
- Google Analytics, Mailchimp, Klaviyo, Attentive, Wordpress, Canva, Figma, Adobe Photoshop, Microsoft Word, PowerPoint, Excel, Google Suite, Trello, Asana, Social Media Platforms