

# Lauren Verner

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Marketing specialist with a well-rounded background in design. Specializing in Hubspot marketing CRM, particularly email marketing and understanding the customer journey.

## Education & Skillset

**Education:** Bachelor's of Science in Art & Design; Hubspot Email Marketing and CMS Certified; UI Design online certificate, CalArts, 2021

**MarTech stack:** Hubspot, Figma, Adobe CC, Asana, Google suite, MS Office, MS Teams, Wrike, Wordpress, Hootsuite, Apollo.io, Zoom Webinars, Insycle, Kickbox, Canva, Zapier, Salesforce, Constant Contact, SEMrush, Grammarly, ChatGPT.

## Work Experience

September 2019 to Current - Freelance **Marketing Specialist**

- Implementing marketing strategies for small businesses and organizations in Hubspot and Wordpress, focusing on web design and email marketing
- Interim manager of marketing for data science statistical consulting startup: founding marketing strategy, Hubspot marketing CRM setup, social media marketing strategy and execution, website development, and generating marketing leads
- Developing Wordpress websites top-to-bottom in proprietary systems as well as Elementor and Divi
- Designing email campaigns within Hubspot Marketing Hub and Constant Contact and writing and designing emails and templates
- Website QA - correcting links, proofreading, and applying corrections within HTML/CSS
- Creating UI designs and wireframes for website and app development in Figma
- Ideating and executing social media campaigns: scheduling posts, creating social calendars, graphic assets, writing copy and researching relevant keywords

January 2024-April 2024 - **Email marketing specialist**, temp, ICBA

- 4-month contract with ICBA, Independent Community Bankers Association
- Individual contributor creating high-volume email campaigns for webinars, virtual seminars, in-person institutes, and other email support as needed
- Coordinating with SMEs, stakeholders in Wrike project collaboration for on-time and on-brand implementation of marketing emails
- Creating emails in Hubspot, associating with proper campaigns, abiding by internal naming conventions, and adding proper stock photo, padding/margin, font size and headers to stay consistently on-brand
- Importing and cleaning lists for sends, as needed

February 2023 to January 2024 - **Marketing Automation Manager** at Tools of the Mind

- Managing front and back-end marketing operations within Hubspot, including integrations with Wordpress, Insycle, Salesforce and proprietary systems
- Researching target market, revising lifecycle stages to resolve pain points and bottlenecks along the decision-making journey
- Wrote and designed automated nurture email workflows to bring prospects through their customer journey
- Email marketing automation workflows and implementation, including organizing a proactive email marketing timeline, curating A/B tests, and creating nurture workflows
- Developing KPIs and related reports to find lead source attribution, sales activity, and marketing campaign successes
- Led operations for marketing new webinars, from Zoom to Hubspot including design, integrations, forms, landing page, and automated emails
- Developed user surveys in Typeform to gain feedback on customer and staff experience
- Managed projects in Asana, Zoom, and Hubspot and created documentation to outline process going forward
- Day-to-day management of Hubspot CRM, including list segmentation, lifecycle stage attribution, lead scoring implementation, contact management, validation, and integrations
- Setting up chat flows to segment website visitors to support and marketing

January 2022 to January 2023 - **Email Marketing Specialist** at Mango Languages

- Developed and delivered targeted B2B and B2C marketing email campaigns for industry conventions, webinars, ad-hoc and nurture campaigns
- Management of Hubspot CRM, including list segmentation, lifecycle stage attribution, lead scoring implementation, contact management, and integrations
- Enthusiastically worked alongside creative marketing team coordinating with graphic designers, multimedia editors, copywriters, and project managers in Agile process
- Developing campaign briefs and solidifying send details such as target audience, pain points, lead status, automated workflows, time of send, subject line, and CTAs with key stakeholders
- Implemented content marketing tests within email marketing, A/B testing subject lines, CTAs, copy and designs to improve open and click through rates
- Daily, weekly and quarterly reporting of KPIs and email marketing analytics including diving into website Google Analytics to track UTMs
- Development of reports for Hubspot dashboards in addition to Excel sheet reports
- Champion best-practices for email sends - adhering to CAN-SPAM, CASL, ADA and GDPR compliance while designing for best responsive viewing and dark mode
- Updating Hubspot blog HTML/CSS, Wordpress web pages, and email template designs
- Volunteered to coordinate social media posts on Facebook, Twitter and LinkedIn as needed

August 2015 to September 2019 - **Digital Marketing Specialist** at DDI System

- Developed B2B ERP SaaS email marketing designs, templates and emails
- Managing Hubspot and Salesforce integration, contact data and proper list segmentation

- Managed full website and designed new landing pages in Hubspot
- Automated email marketing, triggered drip campaigns, and A/B testing emails
- Proactively solving logistical issues, such as connecting payment systems, user conference registration and webinar data to Hubspot via Zapier
- Coding HTML and CSS emails for external eblasts sent to promotional partners
- Developing personas, lead scoring and lifecycle attributes and applying to contact database
- Managing social media for Facebook, Twitter and LinkedIn on a daily basis
- Compiling metrics for quarterly reports and analyzing KPIs for best performance