LAUREN BUSBY

DIGITAL MARKETING PROFESSIONAL, WEB DESIGNER

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I am a digital strategist with an insatiable passion for technology and growth. I am constantly seeking new trends, new strategies, and new technologies that I can learn and master. I don't believe in the cookie cutter digital strategy. I want to find what makes a company tick and turn that into a living, breathing digital strategy that continually evolves – driving more engagement, more traffic, and more customers.

As a leader, I empower my team to make decisions and motivate them to grow with the company and in their personal career goals. Regular 1-on-1s with all team members are a vital part of my management strategy.

2015 TO PRESENT

DIGITAL MARKETING MANAGER

CCA Global Partners - Manchester, NH

Promoted to build internal agency-like program, managing 5 content coordinators that drive inbound digital strategy for 150 local flooring stores with the aim to increase organic reach. Built program and team from the ground up to successfully launch the highest internal revenue generator at CCA Global Partners. Continue to motivate team members to seek growth in their online marketing skillset and to take ownership of their stores' digital strategy.

Marketing lead on relaunch of Carpetone.com taking Carpet One from a dated web presence to the content powerhouse of the flooring industry. New features implemented include: customer experience platform - Sitecore, interactive room visualizer and other tools, and content that targets customers in all phases of the buyer journey – Inspiration/Education/Product Selection/Post-Purchase.

Drive advancements that improve online customer engagement – shown through 100% increase in time-on-site, 67% increase in web form leads delivered to stores over 2 years.

Oversee all digital projects that focus on organic growth and lead optimization: SEO strategy and implementation for Carpetone.com and 800+ store websites, Carpet One lead management system, National email strategy, CMS tools, etc.

2012 TO 2015

DIGITAL MARKETING ANALYST

CCA Global Partners – Manchester, NH

Managed key digital marketing initiatives for Carpet One Floor & Home, the largest division of CCA Global Partners.

Marketing lead on all web projects, including timely updates to National website and 800+ local store websites that led to a 28% increase in organic traffic across sites.

Oversaw refresh to Carpet One National trigger and weekly email strategy and grew National email list by 250% over 3 years.

2009 TO 2012 MARKETING COMMUNICATIONS MANAGER

Daimer Industries – Woburn, MA

Wrote SEO content, managed analytics, and oversaw all digital tactics with the aim to increase traffic to Daimer.com and build the Daimer brand as the leading online provider of industrial cleaning equipment.

Managed internal interns and external agency partners, including: web developers, SEO implementation partner, and team of web content writers.

MAY 2009 B.A. BUSINESS, CONCENTRATION: MARKETING

Simmons College – Boston, MA

Magna Cum Laude; Simmons College Book Award for Leadership

SKILLS Digital Strategy, Motivating Teams, Web Design and Engagement, SEO/SEM, Data &

Analytics, Email Marketing, Inbound/Content Strategy, Lead Management

TOOLS Sitecore, Conductor Searchlight, Google Analytics, Hubspot CRM, Sharepoint, Salesforce,

Custom CMS & CRM Systems, Wordpress, Social Media Posting Tools (Buffer), Adobe

Creative Suite, HTML, CSS, Bootstrap, Minimal Javascript

CERTIFICATIONS Conductor Searchlight Legend Certification