

LAUREN CARLTON

TECHNICAL SKILLS

- B2C & B2B
- CMS
- Microsoft Office Suite
- Retail & Ecommerce Tools
 - Magento
 - Mi9
 - Relevant
 - Mailchimp – A/B Testing
- HTML & CSS
- Wordpress
- Technical writing & Creative writing
- AP, MLA, & Chicago Style Guides
- SEO & Meta Tag/Title Optimization for Amazon & Google
- PPC, Conversion & Google Analytics
- Social Media for Businesses

WORK EXPERIENCE

Freelance Writer, Greenville, TX **03.09 - Present**

- Specializing in SEO Copywriting & Editing for Ecommerce Clients

Lockton Dunning Benefits, Dallas, TX

Presentation Specialist **10.16 - Present**

- Creating dynamic PowerPoint presentations for teams supported by marketing department
- Designing new themes and styles for various departments' client-facing marketing materials

Sheplers, Inc., Frisco, TX

Copywriter & Content Administrator **04.14 – 08.16**

- Copywriting product descriptions and category pages for Ecommerce site
- Collaborating with buyers and vendors
- High volume output with 24-hour turnaround deadlines

Shoebacca.com, Irving, TX

Web Content & Social Media Manager **06.13 – 02.14**

- Composing SEO-optimized copy for each new product SKU
- Creating content for social media platforms
- Managing email marketing process
- Maintaining marketing calendar

At Auction, Flower Mound, TX

02.11 - 09.12

Product Copywriter

- Writing creative product descriptions with Google Adwords and SEO for jewelry and rare coins
- Using knowledge of HTML to create a page for each item
- Working with buyers and marketers to create campaigns for daily e-mail promotions

CONTACT



Dallas, TX



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laurencarlton.com

OBJECTIVE

Copywriter with eight years of experience in crafting riveting SEO copy for Ecommerce. Looking for position that will utilize my talents to help reach customers near and far and increase conversion rates.

EDUCATION

University of Texas at Arlington

B.A. English

2009