

Lauren Holliday

954-540-9211 | lah@freelanship.com
laurenholliday.com | [linkedin.com/in/laurenaholliday](https://www.linkedin.com/in/laurenaholliday)

Journalist with a Marketing Mindset

Creative, fast-paced **full-stack marketer** with 7 years of progressive experience writing, editing, designing and spearheading marketing and editorial teams, with a documented record of success. Applies diverse skillset to publish compelling, high-converting content that ranks on Google and readers love. Fluent in a wide-array of marketing tools, including but not limited to: marketing automation software, content management systems and social media management tools. **Areas of expertise include:**

- Writing and editing
- Content marketing
- Copywriting
- Web design
- WordPress
- Mailchimp
- HubSpot
- Drip
- Leadpages
- HTML
- SEO
- Analytics
- Conversion Rate Optimization
- Email marketing
- Social media
- Facebook Ads
- AdEspresso
- Outreach

Professional Experience

GoSkills

Head of Marketing

Remote

2017-Present

Recruited to spearhead its marketing department. Created a high-level marketing strategy, and hired key marketing team members with a monthly budget of \$10,000.

- Ranked on Google Page 1 for "Excel Shortcuts" in one day.
- Increased domain authority from 26 to 35 in five months.
- Created a scholarship for female entrepreneurs, which resulted in 40+ backlinks from college websites.
- Increased website traffic by ~29% MoM.

Self-Employed

Full-Stack Marketer

Remote

2012-2017

Consulted for companies, such as HubSpot, [SitePoint](#), Toptal, Entrepreneur Magazine and The Economist.

- Increased number of job posts on Inbound.org by 76% and the number of job applications by 37%.
- Grew SitePoint's Entrepreneurship blog from 0 to 100,000 weekly unique visits in 3 months.
- Designed WordPress websites for Flo Rida (not live yet), small businesses and Harvard Business Review authors.
- Edited 100+ blog posts per month for Entrepreneur Magazine.
- Created, managed and marketed the [first online course on full-stack marketing](#), which has more than 100 students.
- Coached prominent entrepreneurs on writing for Entrepreneur Magazine.
- Recruited and onboarded writers, and systemized the editorial process and contributor's network for SitePoint Entrepreneur.

Published In

- **CNBC**
- **Business Insider**
- **Fortune**
- **The Economist**
- **The Muse**
- **TIME**
- **Entrepreneur**
- Ahrefs