

Lauren Hampton

D I G I T A L C O O R D I N A T O R

Dynamic marketing professional with 10+ years of experience in digital marketing and integrated strategies, specializing in website management and email marketing. Proven track record in driving brand awareness and optimizing campaign performance through data-driven insights. Adept at managing cross-functional teams and executing large-scale projects. Dedicated to enhancing experiences and contributing to collaborative, forward-thinking marketing teams.

CONTACT

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📍 WA

SKILLS

Professional

Bilingual: English & Spanish
Brand Development & Optimization
Account Onboarding & Management
SEO & SEM
CRM Management
Social Media Strategy
Print Marketing
Email Marketing
Event Marketing
P&L/Budget Portfolio Management

Technical

Microsoft Office 365
Google Workspace
Windows 11
macOS
Adobe CS: Ps, Lr, Id, Ai, Acrobat DC

ACHIEVEMENTS

Nevada Personal Lines Broker License

WORK EXPERIENCE

Digital Marketing Coordinator

FUMC OF BELLEVUE

Managed and led digital marketing and content management initiatives for a local church in Bellevue, WA, aligning with organizational goals and enhancing digital engagement. Directed website management, email marketing, and social media strategies to increase brand visibility and strengthen community connections.

- Managed website content, ensuring accuracy, ADA compliance, and brand consistency.
- Boosted organic social media reach by 150.5% through strategic campaigns.
- Designed and produced branded graphic and video assets for events and campaigns.
- Published a weekly newsletter with an 89% open rate and streamlined CRM processes to enhance member and tenant management.
- Analyzed performance metrics to optimize digital strategies.

Event Marketing Coordinator

SALUS SAUNAS

Served as Executive Assistant to the owner of a Washington-based national sauna company, overseeing event marketing, logistics, and execution for 50+ trade shows annually across the U.S. and Canada. Led a 13-person sales team, driving collaboration and event-based sales growth while ensuring seamless operations and brand alignment.

- Increased profit margins by 25% through innovative marketing strategies and efficient event execution.
- Created promotional materials and managed content for trade shows, ensuring consistency with brand messaging and visual identity.
- Conducted market research to refine event strategies and improve product positioning.
- Managed event budgets, logistics, and vendor relationships to ensure cost-effectiveness and operational excellence.
- Collaborated with cross-functional teams to align event marketing strategies with broader business objectives.
- Oversaw financial operations, including sales orders and commissions.

Digital Marketing Coordinator

GRASSHOPPER HUB

Supported marketing initiatives for a Washington-based tech start-up, gaining hands-on experience in email marketing, SEO, and web design. Collaborated with industry leaders and internal teams to optimize digital campaigns and enhance customer engagement.

- Designed HTML email templates with the development team, boosting CTR by 50%.
- Managed content for inbound marketing, including e-newsletters, social media, and blog posts.
- Tracked event ROI for trade shows and pop-up events, and contributed to a product redesign.

Marketing Coordinator

POLICY NOW

Promoted from front-office employee to licensed insurance broker and later to Marketing Coordinator, contributing to the company's transition from a national franchise to an independent agency.

- Led rebranding efforts, including logo redesign and visual identity updates, ensuring consistent brand messaging.
- Designed marketing materials for internal and external use, aligning with the new brand identity.
- Collaborated with leadership to integrate the rebrand across all client-facing communications and promotional assets.