

# LAUREN BACK

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## SUMMARY

Dedicated and highly accomplished Digital Marketing Manager, Producer, and Creative with extensive contributions to brand promotion and organization growth through the planning and implementation of marketing campaigns that increased overall sales. Demonstrated knowledge in audience development, consumer engagement, media production, and strategic market research. Employed to identify audience needs and existing trends. Innovative ideas that drive brand development and commercial awareness across media.

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## EXPERTISE

KPI Reporting/Data Analysis  
Brand Management  
Audience Development  
Project Management

Commercial Production  
Performance Media Strategy  
B2B Marketing  
Writing & Editing

Leadership  
Storytelling  
Content Creation  
Media Asset & Data Management

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## PROFESSIONAL EXPERIENCE

**Digital Marketing Manager** | December 2019 – present  
**Bestop** | Louisville, CO

- Developed and managed full-funnel DTC digital strategy for Google Ads and Facebook/Instagram with average monthly budget of \$80,000, resulting in an average \$315,000 monthly revenue.
- Developed and implemented first highly targeted email marketing strategy for database of 350,000 contacts that resulted in an average \$175,000 monthly revenue using Klaviyo.
- Creative direction including overseeing annual \$15,000 budget lifestyle shoot for brand photo and video asset creation.
- Produced and drove multi-channel strategy for web series Heather Storm Off-Road.
- Supported B2B demand by leading GTM strategy for regular sales and marketing promotions.
- Increased performance media budget 7.5x while maintaining 4x ROAS.
- Prepared and presented monthly digital marketing analytics reports for company stakeholders.
- Oversaw and launched channel marketing programs including SMS marketing, consumer reviews, rebates, purchased list marketing, CTV, and programmatic media.

**Digital Marketing Specialist** | July 2018 – December 2019  
**Audience Sherpa Digital Marketing Agency** | Denver, CO

- Full-time contract Marketing Strategist and Digital Producer for clients including Bowtech Brands, Health-Ade Kombucha, Leupold Optics.
- Advised clients on refining creative content based on performance metrics including email reports and survey results.
- Fostered audience growth and brand awareness by executing digital marketing experiences, user-generated content, and digital advertising.
- Targeted developed audiences with optimal content, offers, and promotions using paid media and email marketing.
- Increased client product sales through local events developed for highly engaged audiences.
- Email and SMS marketing content creation using Active Campaign, MailChimp, Emma, Mobiniti, ez texting.

**Marketing Coordinator/Digital Producer** | Feb. 2017 – July 2018  
**Bowtech Brands** | Denver, CO

- Lead Content Producer for two product launches including email marketing support, social media content creation, Livestream directing, post production, video editing.
- Increased audience participation and awareness by executing marketing programs such as sweepstakes, user-generated content, hyperlocal digital advertising, weekly live shows, SMS campaigns.
- Digital marketing and online experience support using WordPress, Google Ads, Livestream, Facebook Ads, Typeform, Wayin marketing engagement platform, Promoboxx.
- Attended trade shows and annual company events as digital marketing and live video production support.

**Freelance Content Producer and Editor** | Mar. 2016 – Feb. 2017  
Denver, CO

- Clients: AXS TV, Rocky Mountain Honda Dealers, Real World Marketing Agency, American Quarter Horse Journal.
- Lead Producer for three Rocky Mountain Honda "One Tank Trip" summer shoots, including casting, location scouting, shooting, and budgeting.

- American Quarter Horse Journal: Two human interest articles and photos published in publication with largest circulation of any equine magazine in the world.

#### **Creative Services Producer** | Aug. 2014 – Mar. 2016

**abc7** | Denver, CO

- Facilitated the success of on-air and digital commercials for clients including Centura, CSU Global, and award-winning 7 Readers are Leaders campaign.
- Videographer roles including video shooting, lighting, audio, editing and graphic design.
- Ensured client satisfaction by conceptualizing innovative ideas and fostering strong relationships throughout approval process.
- Drove the successful execution of client campaigns by collaborating with station's sales team and managing creative teams.

#### **On-Air Promotions Producer** | Oct. 2010 – Aug. 2014

**AXS TV** | Denver, CO

- Drove the success of all TV network promotions through creative producer and project manager roles.
- Ensured all production aligned with the intended promotion shoots by overseeing set design, directing talent, conducting interviews and production assistance.
- Successfully produced image and topical promotions for cable network programs including "Inside MMA," AXS TV live concerts, and acquired BBC and PBS documentaries.

#### **Contributing/Associate Editor and Writer** | May 2008 – June 2017

**Active Interest Media** | Boulder, CO

- Wrote innovative articles for The Trail Rider, Horse & Rider, MyHorse.com, and other national horse publications.
- Ensured smooth publishing process through copy editing, proofreading, advertorials, and feature writing roles.
- Served as copywriter and editor for two regular product sections for eight consecutive years.
- Awarded 2nd place in American Horse Publications Online Service to the Reader for MyHorse.com feature article.

#### **Video Journalist** | Mar. 2009 – Jul. 2009 | VJIAM TV | Denver CO

- Reported and produced news segments for youth television show with a broad reach of 90 million homes

#### **Citizenship Washington Focus Program Leader** | May 2009 – Aug. 2009 | National 4-H Council, Washington, DC

- Licensed Washington, DC tour guide, workshop leader, and keynote speaker for youth groups during annual national 4-H conference

#### **Reporting Intern** | Aug. 2006 – Apr. 2007 | Daily Camera | Boulder, CO

#### **Advertising and Sales Intern** | Jun. 2004 – Aug. 2004 | Oxygen Television Network | New York City

#### **OTHER EXPERIENCE**

- Remote employment based in Medellín, Colombia; spring 2019
- Rocky Mountain Puppy Rescue digital marketing volunteer; 2018-2019
- Completed CU Denver Marketing Masters class, Marketing Management (non-credit), Spring 2016
- Buzzwordz trivia host and blogger, 2008-2012
- ProWorld Intern and Volunteer; Cusco, Peru, 2008
- C Lazy U Ranch Children's Wrangler and Trail Guide, 2006

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## **EDUCATION**

#### **B.S. in Journalism and Mass Communication** | 2003-2007

**University of Colorado** | Boulder, CO

News-Editorial concentration; emphasis in Spanish; Creative Writing electives

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## **TECHNICAL SKILLS**

Google Analytics ♦ Google Ads ♦ Klaviyo Email & SMS ♦ Facebook Ads & Business Manager ♦ Yotpo Reviews ♦ Wayin Marketing Engagement platform ♦ Promoboxx B2B Social Media Marketing ♦ Adobe Photoshop ♦ Adobe Premiere ♦ Final Cut Pro ♦ DSLR camera operation ♦ WordPress