

Lauren Oakley

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 lauren oakley.com

professional experience

Associate Director of Communications & Technology • National Association of Dental Plans (NADP) • 2014 - present

- Plan & direct the association's strategy for information technology structure, software, telephone services, networks & websites.
- Digital marketing & communications (strategy, design, execution, A/B testing, automation & analytics)
- Website design, development, management, integrations
- Learning Management System (administrator)
- Association Management System (administrator)
- Graphic design
- Event mobile app development & execution
- Video & audio production
- Social media marketing
- eCommunity management
- Tech support / customer support
- Digital advertising sales & campaign implementation
- Manage all vendors for digital platforms, including IT

Publications Coordinator • Texas Dental Association (TDA) • 2011-2014

- Responsible for advertising sales for the Texas Dental Journal
- Managed all AR and AP for advertising and subscribers
- Copy editing and proofreading
- Graphic design
- Staff liaison for the TDA Student Organization

Member Services Director • Associated Security Services & Investigators of the State of Texas (ASSIST) • 2010 - 2012

- Designed and created effective marketing mailers that resulted in increased membership
- Membership management and retention campaigns
- Email and social media marketing
- Managed and produced the association's quarterly magazine
- Contract - remote position

Communications Coordinator • Texas Academy of General Dentistry (TAGD) • 2009 - 2011

- Planned and directed the association's strategy for its information technology structure, including hardware, software, telephone services, networks and websites.
- Website design, development and management
- Learning Management System
- Graphic Design
- Marketing (strategy, design, execution, A/B testing, and analytics)
- Social Media
- Copy editing
- Managed PACE Certification Program
- Communication support

education

University of Denver (2014 -2017)

Master of Science in Information & Communications Technology
focus on Website Design & Development with Project Management

University of Texas in Austin (2005-2009)

Bachelor of Arts in Multimedia Journalism

skills, knowledge & software

- Digital Marketing
- Website management & development
- eCommunity management
- Graphic design
- Video Production
- Audio production (podcasting)
- Analytical reporting
- Database management & integration for SSO
- Project management
- Technical support
- Print and web Advertising
- Mobile app development
- SEO
- UX Design Methods
- Information Architecture
- Enterprise Architecture
- Copy editing
- AP & AMA Writing Guidelines
- Cloud-based technology
- Utilization of Big Data into data-oriented environments
- Cyber security principles
- Budget management
- Membership Recruitment
- Adobe Creative Cloud
- Email Marketing - Informz, Mail Chimp, Constant Contact
- Marketing Automation - Informz, Marketo, Optimizily
- PMS - Microsoft Project, TeamWork, BaseCamp, Todoist
- Video - Final Cut Pro, iMovie, Adobe Premiere, Camtasia 2
- Association Management Systems - Abila, MemberSuite
- Website Content Management Systems
- Analytics Software - Google Analytics, Twitter Analytics, Hootsuite
- Social Media software - HootSuite, Tweetdeck
- Microsoft Office, Sharepoint, OneNote, 365 products
- Learning Management Systems - Peach New Media, CommPartners
- Event Mobile App Development - CrowdCompass / CVENT