


# Lauren Oakley

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## TECHNOLOGY + WEBSITES + COMMUNICATIONS + MARKETING

### OBJECTIVE

My objective is to contribute my expertise and ambition to an innovative organization, fostering growth and development within a challenging environment. I seek to align myself with a company or association renowned for its exceptional culture and distinguished reputation, where my skills and experience can make enduring contributions for the long term.

### WORK EXPERIENCE

#### National Association of Dental Plans (NADP)

##### Associate Director of Communications & Technology • 2014 - present

- Spearheaded strategic planning and execution of comprehensive communications strategies to enhance brand visibility and engagement across multiple platforms.
- Led cross-functional teams in the development and implementation of integrated marketing campaigns, resulting in a 30% increase in brand awareness and tripled revenue for events since employment.
- Managed the creation and dissemination of multimedia content, including press releases, social media posts, and email newsletters, to effectively communicate key messages to target audiences.
- Oversaw the maintenance and optimization of the organization's digital infrastructure, including website development, SEO, and CRM systems, to streamline operations and improve user experience.
- Evaluated emerging technologies and trends to recommend innovative solutions for enhancing communication channels and maximizing organizational efficiency.
- Provided leadership and mentorship on technology to staff, fostering a collaborative and results-driven work environment.
- Developed and managed departmental budgets, ensuring efficient allocation of resources to achieve strategic objectives while maintaining fiscal responsibility.
- Monitored and analyzed key performance indicators to measure the effectiveness of communications initiatives and identify areas for improvement.
- Collaborated with senior leadership to align communications and technology initiatives with overall organizational goals and objectives.
- Improved IT governance, controls, and security by working with 3rd-party vendors to align websites, email systems, networks, firewalls, virus protection, and software applications.
- Drove a 70% increase in digital advertising sales by driving growth strategies.
- Increased nadp.org website traffic by 30% by leading the total rebuild and redesign.
- Captured a 25% increase in social media engagement while incorporating marketing strategies.
- Achieved a 50% reduction in outsourcing costs by performing the work directly in-house for technology and multimedia.
- Maintained, designed, or built all websites and digital platforms with authoring or scripting languages, content creation tools, management tools, and digital media.

#### Texas Dental Association (TDA)

##### Publications Coordinator • 2011 - 2014

- Drove a 30% increase in print and classified advertising sales for the Texas Dental Journal.
- Impacted 80,000+ readers while driving advertising sales for Texas Dental Journal, the longest-existing scientific dental journal in the Americas.
- Oversaw all payments for advertising and subscribers for TDA publications.
- Improved journal quality by providing copy editing and proofreading support for both TDA publications, as well as graphic design of the TDA Today.
- Liaised for the Student Organization, including many dental school visits for speaking engagements and new member recruiting events.
- Provided graphic design/multimedia support for TDA when needed.

## WORK EXPERIENCE

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

- Generated a 25% growth in conference attendance.
- Increased membership by 30% by designing and creating effective marketing material.
- Developed and distributed new membership retention materials, as well as high-impact statewide email marketing and newsletters.
- Maintained membership records and payments.
- Provided promotional insight and implementation for conferences and regional CE meetings.

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

- Resolved technology-related issues as a primary point of contact.
- Enhanced performance across all web platforms and online courses.
- Provided marketing, graphic design, and promotional support for all TAGD educational events as well as our regional component's CE events (Dallas AGD, Houston AGD, etc.).
- Drove the success of social media marketing strategies and campaigns along with implementation, execution, and email marketing design according to current trends/metrics.
- Provided editorial assistance with all print and digital publications.
- Took charge of the PACE certification program.
- Provided support for all communications efforts for TAGD.
- Oversaw the volunteer recruitment and member engagement efforts and initiatives.
- Provided graphic design and production support for the association's quarterly magazine.

## EDUCATION

### University of Denver • 2017

Master of Science in Information Communications and Technology

### University of Texas in Austin • 2009

Bachelor of Arts in Multimedia Journalism

## TECHNOLOGIES

Asana • Teams • Marketo • Higher Logic • Slack • Zendesk • MailChimp • Constant Contact • Informz • Adobe Creative Suite • Illustrator • InDesign • Photoshop • Premiere Pro • After Effects • Dreamweaver • Audition • Acrobat Pro • Hubspot • Feathr • Adbutler • Google Adwords • LinkedIn Campaign Manager • Facebook Ads Manager • Microsoft Project • TeamWork • Basecamp • Todoist • Microsoft Teams • Microsoft Planner • Trello • Final Cut Pro • iMovie • Adobe Premiere Pro • Camtasia • Adobe Audition • ShareSync • Dropbox • Google Drive • SharePoint • OneDrive MemberSuite • Abila • iMIS • Timberlake (now Naylor) • Nimble • SAMS • Crystal Reports • HigherLogic • Drupal • WordPress • Sifinity • DotNetNuke • WorldNow • Joomla • HootSuite • Tweetdeck • Outlook • Teams • Excel • Word • PowerPoint • OneDrive • SharePoint • Planner • Forms • Google Products • Analytics • Adwords • Google Drive • Hangout • GSuite • Looker • CommPartners • Peach New Media • Mobile Apps • CrowdCompass by CVENT • Pathable • Slack • Microsoft Teams • Convo • Yammer • Skype • Graphics • Canva

## SKILLS

A/B testing • Adaptability • Aesthetic Sensibility • Analytical Skills • Attention to detail • B2B marketing • Brand management and advocacy • Budget planning and management • CMS tools • Collaboration tools • Content creation • Creative thinking • Problem solving • CRM / AMS database management • Data Analysis • Data Visualization • Data governance • Delegation • Digital advertising and marketing • Email Marketing • Automation • Emotional intelligence • Event mobile app development • Excellent written and verbal communication skills • Graphic design • Information Architecture • Interpersonal skills • Journalism experience • SEO / SEM strategies • Leadership • Learning Management Systems • eCommerce • Market Research and analysis • Marketing Communications • Membership recruitment, retention, engagement • Negotiations • Planning • Presentation and public speaking • Press releases • Project management experience with a track record of delivering on objectives • Social media management and marketing • Storytelling • Strategic Planning • Thorough understanding of technology strategies for UX best practices, web security requirements, and search engine optimization • Working knowledge of HTML, XHTML, CSS design • Vendor management – Demonstrated experience managing multiple vendors, timelines, and budgets • Video and audio production • Virtual conferencing • Webinar management and facilitation