

# LAUREN McKINNEY

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## QUALIFICATIONS

- Highly motivated – Self-starter with a strong drive for success
- Results oriented – Capable of meeting deadlines with quality and effective end results
- Leadership – Proven leader in managing cross functional teams
- Quick learner – Ability to learn multiple new processes with minimal training
- Creative – High standard for meaningful and eye-catching marketing messages
- Integrity – Recognize accountability in all aspects of work
- Proficiency in computer applications and web marketing – PowerPoint, Photoshop, QuickBooks, Excel, HTML, SEO, PPC and web analytics

## EXPERIENCE

### Director of Marketing

Judd Builders, Arden, NC 01/18-present

- Create and implement annual marketing plans and budgets.
- Ongoing competitor analysis and evaluation of market.
- Develop brand strategies and branding guidelines.
- Increased company's market share and digital presence through ongoing content development, print and online advertisements, and local outreach.
- Responsible for company positioning, sales strategy and CRM management.
- Helped redevelop website and continually update which has contributed to increased traffic each month. January 2018 Google Analytics recorded 185 users compared to January 2022 recorded 3,637 users.
- Market new position openings and responsible for career fairs and recruitment of new talent.

### Director of Marketing

McKinney Insurance Services, Asheville, NC 11/12-01/18

- Developed and implemented strategic marketing plans to best meet revenue goals.
- Designed all web, print and outdoor ads and worked with Nationwide corporate to ensure messaging compliance.
- Organized all sponsorships and provided local schools and non-profit organizations with signage, giveaways and displays.
- Handled all public relations responsibilities including press release distribution and maintaining relationships with local media representatives.
- Responsible for all social media planning and execution to generate exposure and engagement with the McKinney Insurance and Nationwide brands.
- Performed all bookkeeping tasks including QuickBooks entry.

### Marketing Consultant

Judd Builders, Arden, NC 07/12-12/18

- Managed all areas of web advertising and social media.
- Worked with clients to obtain reviews for web and print advertisements.
- Responsible for website updates, blog posts and SEO.
- Advised the owners on how to spend marketing budget and analyze results from campaigns.

### Marketing Manager

Just Ducky, Alexander, NC 01/12-11/12

- Created advertising campaigns and led all branding efforts for high end children's clothing brand.
- Coordinated marketing and sales promotional materials for sales consultants.
- Oversaw all social media including Facebook, Twitter and blogging.

- Worked closely with digital agency to make e-commerce website more user-friendly and increase traffic to the site.
- Started a bi-weekly flash sale program that increased our exposure on social media and resulted in increased revenue.
- Used digital design skills to craft interesting and relevant email campaigns and print ads to gain exposure and promotion of products.

### **Account Executive**

A-B Emblem, Weaverville, NC 01/11-01/12

- Developed new business by identifying opportunities, creating marketing strategies to reach key decision-makers and providing tactical business promotion solutions for corporate clients, the Boy Scouts of America and ASI customers.
- Led product designs to create impactful merchandise to increase awareness and exceed revenue goals or event participation.
- Ensured growth of assigned accounts by promoting new products and consistently communicating with clients.
- Consistently met and frequently exceeded monthly sales goals.
- Generated more than \$230,000 in revenue in seven months.

### **Director of Marketing and Sales**

The Mountain Retreat & Learning Center, Highlands, NC 01/10-10/10

- Responsible for developing and maintaining marketing and sales strategies to meet organization's objectives, while staying aligned with mission and values.
- Identified new sales opportunities and developed relationships with key stakeholders to promote the center.
- Managed all aspects of print, web and radio ad placement, including budget and creative development.
- Analyzed strategic partner relationships for product specific programs and areas of the organization. Formed partnership with The Bascom Performing Arts Center in Highlands, NC.
- Worked with staff and volunteers on the planning and implementation of fundraising events including Annual Member's Weekend, Community Involvement Reception and Congregational gatherings and dinners.
- Exceeded 2010 MountainCamp summer camp revenue goals by reaching new target markets and re-engaging past customers by leveraging social media, performing webinars, making personal calls to camp parents and through e-mail marketing.

### **Project Manager**

The Creative Department Ad Agency, Cincinnati, OH 05/08-01/10

- Partnered with clients as primary account lead to develop ongoing brand strategy and communication plans, which identified meaningful media-neutral brand connections to consumers.
- Wrote and presented detailed, well-researched marketing plans to agency teams and clients.
- Supported and assisted sales representatives with client proposals for new business.
- Ensured brand positioning was consistent across all types of media including social media.
- Maintained project schedules and monitored completion of deliverables to ensure milestones were met, while engaging client in creative process.
- Worked with local media to help gain visibility of brands and heighten awareness in community.
- Websites managed from planning and conceptualizing to site launch include: [www.tidedrycleaners.com](http://www.tidedrycleaners.com), [www.medpace.com](http://www.medpace.com), [www.bioechoes.com](http://www.bioechoes.com), [www.myunion.edu](http://www.myunion.edu), [www.yagoot.com](http://www.yagoot.com), [www.busken.com](http://www.busken.com), <http://insite.fds.com/magonline/> (a Macy's internal site) and [www.rushcard.com](http://www.rushcard.com).

### **Client Development Account Manager**

Hobsons, Cincinnati, OH 06/05-05/08

- Operated as the account lead, being the main contact for clients, while taking responsibility for execution, profitability and results.
- Consulted with primarily higher education clients on marketing, recruitment and retention goals and interpreted them into a marketing campaign that incorporated video, web and print media.
- Worked with an average of 180 clients and managed approximately \$5 million in revenue per fiscal year.
- Performed lead account manager duties for CollegeView.com which required extensive reporting on delivery dates, deferrals and web revenue to all department managers.
- Nominated in October 2007 for Excellence in Client Services Award given by the Hobsons Executive Board.

## **Marketing and Event Planning Intern**

Warner Brothers, Cincinnati, OH 01/04-05/04

- Assisted senior advertising account director with marketing and public relations tasks for with the Warner Brothers account.
- Effectively planned and executed promotional events to gain media exposure for new release films.
- Worked with local media outlets including print, television and radio on contests and giveaways.
- Called upon vendors to supply marketing materials and promotional pieces.
- Wrote communication messages for diverse target audiences.

## **Customer Service Representative**

Cornerstone Consolidated/Frontgate Catalog, West Chester, OH 08/00-05/01

- Provided customers with an enjoyable shopping experience by communicating clearly, continually expanding product knowledge and following-up to ensure customers were satisfied with their products.
- Used creative problem-solving skills to resolve customer issues.
- Thoroughly documented all customer contact and orders in company database.

## **EDUCATION**

University of Cincinnati 2001-2005

Major: B.A. Communication

Emphasis in corporate communications and public relations

## **MEMBERSHIP & VOLUNTEER WORK**

- Cystic Fibrosis Foundation: Currently on the advisory board for StandOut Blue Ridge, an event honoring Asheville local business leader and raising funds for Cystic Fibrosis research.
- MANNA Food Bank: Volunteered in the office assisting with mailers, PR and marketing tasks. I currently volunteer in the warehouse with the Beverly-Hanks team.
- Oyler Elementary H.O.S.T Program: Tutored third grade inner-city students weekly during the 2008-2010 school years.
- The Wellness Community, a cancer support center for families in Blue Ash, OH: Conducted research, wrote press releases and pitch letters, and helped plan fundraisers to increase visibility and awareness of services and programs in 2005.
- AIDS Volunteers of Cincinnati (AVOC): Revised copy and redesigned the volunteer introduction brochure in 2002.
- Public Relations Student Society of American (PRSSA): Charter member at the University of Cincinnati.
- Licensed North Carolina Real Estate Broker
- Member of the Land of Sky Association of Realtors

## **REFERENCES**

John Judd Sr, Co-owner, Judd Builders (828) 274-4448 [johnsr@juddbuilders.net](mailto:johnsr@juddbuilders.net)

Christopher Reinhardt, Bull & Reinhardt, PLLC, fellow committee member at Cystic Fibrosis Foundation (828) 713-6422  
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