

LAUREN PROCTOR

LAUREN@LAURENPROCTOR32.COM | 805.441.3233 | 237 SULLIVAN ST 2B, NEW YORK, NY 10012

Experience

Founder of Proctor + Hall, a digital strategy consultancy. Established in 2009.

Representative Consulting

Head of Data & Analytics - Bedrocket Media Ventures March 2012 – Present

- Product development lead for custom real-time analytics dashboard. Dashboard provides production and marketing teams with signals and insights to enable timely strategic decisions. The mobile responsive web app tracks engagement, momentum and growth across YouTube and other social platforms.
- Responsible for tracking, insights and reports across website, three core YouTube networks and 100+ partner channels in fashion, comedy, and action sports. Recommendations contributed to an average 19% month-over-month growth and the fastest growing action sports property on YouTube.
- Develop custom KPIs and signals to drive stronger growth and engagement through video.
- Produce visual Excel reports to evaluate effectiveness of brand's paid spend initiatives across channels. Recommendations produced more engaged viewers and reduced CPC 6%.
- Summarize company's quarterly performance across 100+ multichannel portfolio properties and prepare analytics for Bedrocket's investor meetings.

Digital Marketing Communications Lead - L2 Think Tank August 2009 - February 2012

- As the third hire at L2, was responsible for growing digital presence of luxury brand consultancy. Within 2.5 years the website targeting digital marketing executives of luxury brands, consistently attracted 12K+ organic, unique visitors per month.
- Served as website manager, content strategist, and writer/editor of L2 Think Tank's blog.
- Developed blogger and press relationships to achieve increased exposure.
- Managed social media presence across digital channels, including tweets, custom Facebook apps, and Facebook advertising.
- Contributed to email marketing template strategy and development.
- Managed international AdWords campaigns and internationalization of digital brand collateral.
- Generated monthly analytics recommendations to fuel growth and opportunities across digital properties.

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Digital Marketing Lead - Sales Graphics 2009 - 2012

- Managed blog and email marketing to increase inbound leads on the company's presentation design and software for enterprise clients such as NBC and Western Union.
- Generated 10 to 12 qualified leads per month with minimum client size of approximately \$50K through digital marketing strategy and execution.
- Managed LinkedIn presence to punch above weight class in industry-specific page views and engagement.

Webmaster - Culture Change Consultants, Inc. 2011 - Present

- Reengineered Culture Change website from the ground up. Modernized design and updated and expanded content more than a decade old.
- Established and developed e-commerce component, including automated receipt system and event registration.

Digital Marketing & Social Publisher - Halogen Media Group (now SocialChorus) 2011 - 2012

- Content strategist and writer/editor of industry leading digital marketing content targeting marketing executives for Fortune 500 companies.
- Syndicated original content in publications such as Business Insider, JC Report, and the Newstex family (e.g. Reuters and New York Times).

Education

New York University, New York, NY 2008 - 2010 - MA Gallatin School of Individualized Studies

Designed a cross-disciplinary program that examines the human and social implications of the rise of digital from a brand perspective.

University of Massachusetts, Amherst, MA 2004 - 2008 - BA English, BA Journalism, Minor in Spanish

Graduated Summa Cum Laude from Commonwealth Honors College. Earned Kappa Tau Alpha honors in the Journalism School. Two-Time ESPN Academic All-American Softball Player with Multiple Top 10 Records. University of Massachusetts Senior Athlete of the Year.

University of Oxford, Trinity College, Oxford England - 2007

Scholarship recipient for honors English study at University of Oxford.

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Continuing Education

General Assembly, New York, NY September 2012 - June 2013

Introduction to Web Development with HTML, CSS, Javascript, and Ruby on Rails. Merits as a student led to Developer in Residence/Teacher's Assistant position for General Assembly's 12-week, full-time Web Development Immersive Program.

Volunteer Work

Positive Health Project (now part of Housing Works), New York, NY 2011 - 2012

- Redesigned and managed Positive Health Project website.
- Trained staff to use Wordpress CMS to add events, make site changes, and more.

Representative Content Marketing, Digital Strategy, & Writing

Social Media Today

20x200

Independent Music Conference

Talk of New York

RuralVotes

Sustainable Business Forum

PhiPower Communications

HX Magazine (now NYC's Next Magazine)

Performer Magazine

ProjectEve

Representative Speaking Events

Workshop, American Express Headquarters - Strategies and Tactics for an Integrated Marketing Strategy, August 2013

Panelist, e-nnovation Conference Europe. - The Future of Fashion E-Commerce October 2012

Panelist, NYU Stern School of Business - The Role Social Media Plays in Business, November 2011

Panelist, Social Media Today - Using Social Media to Advance a Triple Bottom Line Agenda, November 2011

Alumni Speaker, University of Massachusetts, October 2011

Speaker, GNYAVA Conference (New York State Hospitals) - The World is Digital, What Now?, Summer 2011

Speaker, New York City Metro Hospitals - Social Media As A Volunteer Marketing Tool, 2011