

# LAUREN DINGUS

## SENIOR WEB MARKETING MANAGER

Savannah, GA | laurenchichester@gmail.com | 408.710.9765

Results-oriented web marketing manager and project management professional with 9 years of agency experience optimizing and delivering website strategy for enterprise clients. Experienced in leading design, development, and project management teams, as well as building efficiencies for overall project management processes.

### WORK EXPERIENCE

#### MANAGER OF WEB DELIVERY

Lynton | Remote

07/2022 – Present

Lead and support a team of web developers and project managers by defining goals and objectives, expanding services, and crafting website strategy for enterprise clients at an Elite HubSpot Agency Partner.

- Evaluate processes to increase efficiencies resulting in a 43% reduction in time spent on web development projects.
- Serve as a subject matter expert in sales engagements and client expansions securing a 22% revenue increase from 2022
- Manage department level P&L achieving a 20% profit margin for the web department in 2023.
- Maintain oversight of the collective management of an average of \$84,000 in monthly project revenue to ensure all web development projects are profitable.
- Research and develop new service line opportunities creating an additional 5 new web service offerings.
- Aid content strategy for web services pages on the Lynton website increasing conversions by 200%.

#### WEB PROJECT MANAGER

Lynton | Remote

01/2021 – 07/2022

Provided project management and web marketing strategy by owning the project roadmap, advising on UX, content, and implementation strategies, and helping team members adhere to the project schedule.

- Managed an average of \$46.5k in project revenue per month with an average of \$560k in total contract revenue per year.
- Developed the migration plan and project managed the largest HubSpot portal migration in HubSpot history, including managing the audit of over 1,600 workflows, merging of over 3 million contacts, and consolidation and clean-up of over 1,000 marketing assets.

#### MANAGER OF WEB DESIGN & MARKETING

Speros | Savannah, GA

05/2018 – 10/2020

Managed a team of internal and external graphic designers, social media managers, and public relations specialists to support demand generation efforts for Speros, a local managed services provider, and Speros customers.

- Created the local SEO keyword strategy securing a top 3 spot on the Google Map Pack for Savannah, Pooler, Statesboro, and Hinesville for all services.
- Developed website content strategy and maintained adherence to on-page SEO best practices achieving the 1st place spot on SERPs locally for all relevant keywords.
- Wrote 5 published articles and solicited quotes for case studies and press releases to support public relations efforts and website backlink strategy.

## WEB & GRAPHIC DESIGNER

Speros | Savannah, GA

08/2014 – 05/2018

Founding member of the web and marketing department providing web and graphic design for Speros clients while designing and implementing all Speros digital marketing strategies.

- Supported a 62% increase in web design and marketing revenue by serving as a subject matter expert in sales engagements over 4 years.
- Created technical SEO site architecture and structured data markup with Google webmaster tools.

## GRAPHIC DESIGN & MARKETING COORDINATOR

Effingham Rehab Services dba Spine & Sport | Rincon, GA

03/2013 – 08/2014

Served as the in-house graphic designer and marketing coordinator for a regional physical therapy practice with 6 locations designing flyers, advertisements, and email campaigns as well as maintaining email distribution lists.

## ASSISTANT GRAPHIC DESIGNER

Southpoint Media | Savannah, GA

02/2013 – 06/2013

Assisted the Lead Designer and Operations Director with various tasks, including website design, logo design, photo editing, and content entry at a local WordPress web design agency.

## GRAPHIC DESIGN INTERN

Deep Center | Savannah, GA

06/2012 – 12/2012

Produce work for student anthologies and other publications and projects, press kits, logos and other branding, and various smaller projects for a local non-profit specializing in after school creative writing workshops for middle school students.

## EDUCATION

### BACHELOR OF ARTS, GRAPHIC DESIGN

San Jose State University | San Jose, CA

2010 – 2012

### ASSOCIATE OF ARTS, LIBERAL ARTS

Gavilan College | Gilroy, CA

2008 – 2010

## SKILLS

UX Strategy - User Journey Mapping - SEO - Project Management - Content Strategy  
Inbound Marketing - Reporting & Analytics - HubSpot - WordPress - Google Analytics  
SEMRush - Screaming Frog - Adobe Creative Suite - Lucidchart