

Lauren Dingus

PROFESSIONAL SUMMARY

Experienced marketing operations professional and project manager with 9 years of agency experience delivering digital solutions for enterprise clients.

ACHIEVEMENTS

- Streamlined web design and development processes to increase efficiency and reduce time spent on projects by 43%.
- Serve as a subject matter expert in sales engagements and client expansions resulting in \$1.1 million in year-to-date web department revenue - a 14% increase from 2022.
- Increased year-to-date web hosting and support revenue by 10% from 2022 through strategic price changes and developing a more accurate invoicing process.
- Advised on the Lynton web services page copy resulting in increased page entrances by 62%, page views by 37% and conversions by 200% from the previous 6 month period.
- 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 over 1,000 marketing assets.

EXPERIENCE

Manager of Web Delivery, Lynton

July 2022 - Present

- Oversee the daily operations of the web delivery team consisting of 6 direct reports.
- Manage and support the team by setting goals and objectives, developing processes, outlining training plans and core competencies, and creating operational documentation.
- Maintain oversight of project health across the team and serve as an executive point of contact for all clients managed by the department.
- Prepare reports, proposals, detailed scopes of work, and presentations for both internal and external stakeholders.
- Provide program management for internal department initiatives that directly support overall business objectives.
- Manage an average of \$30k in project revenue per month with an average of \$360k in total contract revenue per year.

Web Project Manager, Lynton

January 2021 - July 2022

- Managed an average of \$46.5k in project revenue per month with an average of \$560k in total contract revenue per year.
- Owned project roadmap by establishing milestones and timelines for various project deliverables and helping team members adhere to the project schedule.
- Advised clients on the most effective and efficient use of the project budget while keeping a close eye on project profitability.
- Collaborated with internal team members to understand what is needed from the client, identify risks and opportunities, and improve processes.

Manager of Web Design & Marketing, Speros

May 2018 - October 2020

- Managed a team of internal and external graphic designers, social media managers, and public relations specialists to effectively market Speros to Savannah area businesses.
- Developed and executed SEO and other demand generation strategies to increase marketing and sales qualified leads.
- Provided project management and support for all web design projects to ensure on-time and on-budget delivery.
- Acted as the CRM admin and developed automations to support project management, service delivery, revenue generation, and procurement and associated documentation.

Web and Graphic Designer, Speros

August 2014 - May 2018

- Performed the design and implementation of web projects while maintaining open lines of communication with clients from initial sale through ongoing website management.
- Defined customer needs and prepared and presented proposals that identify appropriate solutions to increase visibility and engagement through their website.
- Developed the content strategy for press releases, articles, blog posts, social media, and lead nurture campaigns.

Graphic Design & Marketing Coordinator, Effingham Rehab Services dba Spine & Sport

March 2013 - August 2014

- Conceptualized and designed print and web promotional material for distribution to all patients and other publics.
- Maintained customer distribution lists and presented reports on customer retention and engagement.

EDUCATION

BA, Graphic Design

San Jose State University

2012 | magna cum laude

STRENGTHS

Team Management
Training and Development

Project Management
Web Strategy

Reporting and Web Analytics
Marketing Automation

SOFTWARE PROFICIENCIES

HubSpot
WordPress
ClickUp

JIRA
Google Analytics
SEMRush

Moz
Adobe Creative Cloud
Lucidchart