

# Laura Kendellen

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Digital Marketing • Cross-channel Strategy • Content Marketing  
UX Writing and Design • Search Engine Optimization • Data Analysis

## Career Highlights

### Web Coordinator | Utah State University | 2016–present

- Lead content and design strategy for the Office of Research and Graduate Studies websites
- Develop and implement SEO strategies and training to recruit graduate students
- Create and edit content for multiple audiences across websites, mass email and social media
- Derive meaningful insights from Google Analytics to guide actionable next steps
- Design, administer and analyze usability testing to improve prospective and current students' online experience
- Manage web marketing projects, client relationships and part-time staff

### Web Content Coordinator | Madison Area Technical College | 2015–2016

- Directed content strategy, information architecture and user experience for a new web environment
- Created and edited website content with emphasis on SEO, readability and brand voice
- Supported social media, display and print marketing campaigns with URL tracking and data analysis
- Built relationships with clients across the college, recommended solutions and managed projects to completion
- Trained a team of 40 cross-departmental content writers in SEO and accessibility/usability best practices
- Grew organic off-campus entrances to non-program pages by 172% and to program pages by more than 7%

### Digital Communications Organizer | Planned Parenthood of Wisconsin | 2013–2015

- Developed, executed and analyzed cross-channel digital advocacy and fundraising campaigns
- Directed the creation of search-optimized content, graphics and video for websites, email and social media
- Integrated landing pages and tracked URLs into text, email, social media and traditional media campaigns
- Tracked conversions and user behavior to develop campaign goals and guide messaging, creative and timing
- Increased website sessions by 37%, users by 51%, and page views by 15%
- Increased average email open rate by 29% and email recipients by 17%

### Communications and Program Coordinator | SEIU Wisconsin State Council | 2010–2013

- Managed content and ensured a consistent user experience across digital channels

### Digital Marketing Specialist | Freckle Face Boutique | 2007–2010

- Coordinated digital marketing efforts across an e-commerce website, CRM emails and social media

## Education and Training

Google Analytics Certified | 2017

Web Design Certificate | University of Wisconsin-Milwaukee School of Continuing Education | 2014

BA Journalism and Mass Communication, Advertising and PR | University of Wisconsin-Milwaukee | 2009

*References available upon request.*