

Laura Kendellen

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Career Highlights

Digital Project Manager and Marketing Coordinator | Utah State University | 2016–present

- Manage digital projects including website redesigns, CMS migrations and application integrations
- Create cross-functional teams with pragmatic timelines, milestones and resource allocation
- Cultivate client relationships through needs assessments, solution planning and change management
- Lead content and design strategy for the Office of Research and Graduate Studies websites
- Implement digital engagement tracking and create analytics reports to inform marketing decisions
- Design, administer and analyze usability testing to guide UX improvements across digital channels
- Develop and implement SEO strategies to recruit graduate students and train staff on SEO best practices

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

- Directed content, information architecture and user experience for a new web environment
- Liaised and problem-solved with web governance, technical, marketing and content teams
- Trained a team of 40 cross-departmental web content managers on CMS and SEO best practices
- Developed processes with IT and governance teams to evaluate and execute web enhancements
- Identified client needs and engaged stakeholders in collaborative technical solutions
- Derived meaningful insights from Google Analytics and usability tests to guide actionable next steps
- Assisted with change management and project communications across the college community

Digital Communications Coordinator | Planned Parenthood of Wisconsin | 2013–2015

- Managed content, CSS and UX through CMS migration and responsive redesign projects
- Designed, implemented and monitored cross-channel digital marketing campaigns
- Used cross-channel analytics to inform changes to online client processes

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

- Managed content through website redesign and CMS migration projects
- Streamlined data management and reporting processes for a high-volume call center

Previous Positions

Online Marketing Consultant | Urban Accents Art Gallery | 2010

Digital Communications Consultant | 9to5 National Association of Working Women | 2009–2010

Digital Communications Specialist | Freckle Face Boutique | 2007–2010

Education and Training

Google Analytics Certified | 2017

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

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

Application and Software Experience

Analytics and Testing: Google Analytics | Loop11 | Moz Tools | Screaming Frog | WordTracker

Content Management: Acumium | Concrete5 | Drupal | Miva e-commerce | Squarespace | WordPress

Project Management: Asana | Basecamp | Box | Dropbox | ServiceNow | SharePoint | Slack | Wunderlist

Data and Communication: Blackbaud | Blue State Digital | Constant Contact | Convio | Formstack |

MailChimp | Mobile Commons | NGP VAN

References available upon request.