

Lorren Rachel Koppelman

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Skills

Campaign Management	Copywriting	Copy Editing	Vendor Relations	Industry Research
Graphic Design	Social Media	Time Management	Project Management	Telecommuting

Work Experience

Freelancer/Contractor, Remote

Sept 2018 to Present

- Social Media Evaluator, Appen – Provides feedback on newsfeeds, ads and search results on Facebook and Instagram
- Contributes to various marketing and design projects via Upwork

RAM Mounts – National Products Inc., Seattle, WA (partially remote)

Jan 2018 to Sept 2018

Marketing Coordinator: Sponsorships & Partnerships

Responsibilities:

Co-op Marketing

- Implemented a company-wide process to request and track co-op deliverables in Salesforce CRM
- Works with the Business Development, Sales, Product and Design teams to develop co-op marketing deliverables
- Facilitates all co-op initiatives from conception to execution, tracking day-to-day deliverables via Jira

Public Relations

- Orchestrates several large-scale PR efforts with partnering individuals and organization, including Microsoft
- Cultivates link building opportunities through online and offline outreach
- Maintains RAM Mount's Press Page
- Develops and oversees several influencer marketing campaigns
- Researches, negotiates, implements and tracks public relation activities
- Reviews PR sample order requests and tracks budget

Advertising

- Created and maintains advertising calendar in Confluence/Jira
- Manages all advertising efforts, including; research, negotiation, implementation, tracking and relationship building
- Defines advertising vision and implements strategies and tactics

Content

- Regularly contributes to the RAM Mounts blog
- Established a social media content calendar in Confluence
- Develops several social media campaigns focusing on product, verticals and holidays

Tara Sivec – USA Today Best-Selling Author, Remote

Jun 2012 to Present

Author Assistant

Responsibilities:

- Creates unique social media content to promote author and engage fans
- Post-publication editing – reviews books for plot consistency as well as grammatical and spelling errors
- Assists at book signings & conferences – maintains author booth; selling books, handing out swag and engaging fans

DF/Net Research, Seattle, WA (partially remote)

Feb 2016 to Oct 2017

Content Specialist & Digital Designer (advanced from Data Coordinator)

Responsibilities:

Content Management

- Conceptualized, executed and managed all marketing campaigns (email, print and web)
- Updated and maintained the DF/Net and DataFax websites
- Crafted marketing collateral in-house, as well as via agency collaboration
- Oversaw and ensured brand consistency
- Copywriting & editing (email, print and web)
- Planned and managed DF/Net's annual conference, working directly with leadership and vendors to ensure a successful event – contract negotiation, event schedule and all design/marketing efforts

Graphic Design

- Conceptualized and created company logos, software icons and marketing collateral
- Managed all design projects, interacting directly with leadership and clients to determine appropriate solutions

Social Media

- Created and managed a wide range of social media campaigns (email, Facebook, Twitter, LinkedIn, Google+ and additional relevant platforms)
- Advocated for the company in social media spaces, engaging in dialogues and answering questions when appropriate

Technical Design

- Case Report Form (CRF) design via FrameMaker and Adobe CC
- CRF translation application

zulily, Seattle, WA (partially remote)

Jun 2014 to May 2015

Copywriter

Responsibilities:

- Wrote up to 190 product, event and brand descriptions daily, customizing each one to gain attention and drive sales
- Facilitated prompt and clear communication between Copy, Merchandising and Editorial Departments
- Product Expert – in-depth knowledge base of women’s apparel and accessories as well as industry regulations
- Highly proficient in writing and editing according to AP and MLA style guides

Capital One, ShareBuilder Inc., Seattle, WA

Mar 2011 to Jun 2014

Marketing Rotation – Brand & Acquisition / Customer Service – Coordinator advanced to Senior Coordinator

Responsibilities:

Marketing

- Edited social media content and submitted to the Compliance Department for regulatory review and archiving
- Assisted the Brand and Acquisition team with conceptualizing, organizing and creating original marketing campaigns
- Preserved relationships with outside vendors and sustained a clear line of communication internally
- Maintained ShareBuilder’s Broker Center web placements on Mint, The Motley Fool, MSN Money and BankRate
- Quality Assurance – reviewed the website, microsites and landing pages for technical and grammatical errors
- Managed marketing and project calendars, tracking/updating accordingly to ensure the timely completion of projects

Customer Service

- Educated new and existing customers on website functionality, products, services and general investing knowledge
- Served as a direct communication channel for urgent customer matters touching multiple departments
- Supported a broad range of marketing initiatives designed to promote customer acquisition and trading activity
- Highly proficient in resolving escalated customer cases for phone calls, emails and chat via Salesforce CRM

Proficiencies

Microsoft Office Specialist Certificate	Adobe CC	Hootsuite	WordPress/HTML/CSS	Google Analytics
Atlassian: Jira & Confluence	GoToMeeting	Salesforce	GetResponse/MailChimp	ProWorkflow

Education

The University of Edinburgh, Scotland (remote)

Nov 2018

- MSc in Digital Media & Design

Cleveland State University, Cleveland, OH

May 2010

- BA in Journalism & Promotional Communication with a focus in Advertising
- BA in General Communications
- Inscribed in the Dean’s List Honor Roll