



LAUREN PRICE (LP)

ST. PETERSBURG, FL



+1 203 962 2136



laurenn.pricee@gmail.com



[linkedin.com/in/lauren-price-](https://www.linkedin.com/in/lauren-price-)

PROFILE

Engaged and motivated professional with experience in coaching, digital marketing, non-profit & volunteer management as well as information technology operations & projects. A problem solver driven by a desire to collaborate and bring various disciplines together. Easily adaptable and eager to learn new skills and markets.

PERSONAL SKILLS

People person with desire to build strong relationships
Creative spirit
Excellent communication & interpersonal skills
Analytical & detail oriented
Community minded & ethically driven
Prioritizes tasks to meet deadlines

PROFESSIONAL SKILLS

Meta Business Suite
Meta Ads Manager
Loomly Software
Canva Experience
Proficient in Microsoft Office
Comfortable Public Speaking
JIRA Software
Agile/Scrum/Kanban

REFERENCES

BLAKE BRUNNER

Kobie Marketing
Associate Vice President, Technology
Blake.Brunner@Kobie.com

LISA SUPRENAND

Ronald McDonald House
Charities Tampa Bay
Executive Director
LSuprenand@rmhctampabay.org

WORK EXPERIENCE

SOCIAL MEDIA MANAGER & CONTENT CREATOR

By LP Creative, LLC | Aug 2022 - Present

- Maintains social media content calendar for clients.
- Creates content through photography, videography, and clipping from existing content such as YouTube or Twitch.
- Strategizes with clients to grow social media reach.
- Utilizes Meta Business Suite and Loomly software.

LEAD MARKETING STRATEGIST

UNATION Stuff To Do In Tampa Bay | Dec 2022 - July 2023

- Curates content on a 90 day rolling schedule to market the UNATION platform via social media and digital advertising.
- Analyzes performance data and market trends to optimize strategies, client campaigns, and pivot when necessary.
- Oversees a team of full time content creators and engages project-based ambassadors to support current initiatives.
- Works alongside the sales team to strategize around current and incoming clients, including tracking KPIs and gathering post-campaign performance results.

SR. VOLUNTEER ENGAGEMENT SPECIALIST

American Red Cross Central Florida & USVI Region | Nov 2021 - Present

- Managed individual & groups of volunteers that assist with mission critical engagement activities.
- Oversaw Workforce Planning across all departments and keeps updated documentation of progress towards fiscal year targets.
- Responsible for annual Net Promotor Score surveys across the region of 3000+ volunteers.

PROJECT COORDINATOR

Kobie Marketing | Apr 2020 - Nov 2021

- Served as interdepartmental liaison to drive collaboration on internal operations & client-facing projects.
- Corresponded with client teams to gather project requirements as well as manage escalations, incidents, and support requests.
- Created and maintained up to date documentation of current protocols, practices, and new implementations across various clients.

PROJECT COORDINATOR

Ronald McDonald House Charities Tampa Bay | Dec 2019 - Mar 2020

PROGRAM & OUTREACH ASSISTANT

Ronald McDonald House Charities Tampa Bay | Jun 2019 - Dec 2019

INTAKE & DATA SPECIALIST

Make-A-Wish Central & Northern Florida | May 2018 - Mar 2019

DEVELOPMENT INTERN

Make-A-Wish Central & Northern Florida | Jan 2018 - May 2018

SPECIAL EVENT & DEVELOPMENT INTERN

Make-A-Wish Central & Northern Florida | May 2016 - Aug 2016

EDUCATION

CERTIFIED LIFE & SUCCESS COACH

Jay Shetty Certification School | 2024

BACHELOR OF SCIENCE, MANAGEMENT & ORGANIZATIONAL LEADERSHIP

St. Petersburg College | 2023