

LAWRENCE JEAN-LOUIS

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PROFESSIONAL SUMMARY

Multifaceted Google Adwords & Analytics certified marketing professional with a demonstrated history of working in the publishing, arts, and financial services industries. Background in traditional print and digital marketing. Experienced in organic SEO & paid SEM, content writing & distribution, and project management. Stays current with constantly evolving technologies.

SKILLS SUMMARY

- ◆ Digital Marketing (Content Writing & Distribution)
- ◆ Search Engine Optimization (SEO)
- ◆ E-Mail Marketing (Iterable/Mailchimp)
- ◆ Heatmaps / Usertesting
- ◆ Graphic Design
- ◆ Web Design (HTML/CSS)
- ◆ Microsoft Office (Word, Excel, Outlook)
- ◆ A/B Testing
- ◆ Project Management (Wrike)
- ◆ Ecommerce (Shopify, Amazon, eBay)
- ◆ Soft Skills (Written & Oral Communication)

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING CONSULTANT at **E BRAND ME**

Lake Park, FL — **8/2022 to PRESENT**

- ◆ eBrand Me is a digital marketing agency offering marketing & consultative services to CPAs and tax professionals such as business directory listings, search engine optimization, content marketing, search engine marketing, lead generation and website design).

FOUNDER / CREATIVE at **BEYOUTEOUS**

Lake Park, FL — **1/2020 to PRESENT**

- ◆ beYOUteous is an eCommerce store offering a line of handcrafted beaded jewelry which aims to spread the message for embracing individuality, feminine strength, and empowerment).

REGISTERED FINANCIAL SERVICE PROFESSIONAL at **PRIMERICA**

Lake Park, FL — **1/2020 to 12/2020**

- ◆ Developed and maintained book of business by onboarding clients with life insurance, retirement planning (investment solutions).
- ◆ Marketed and promoted Primerica products & services to both individuals and small businesses (eBlasts, Social Media, Google Business Listing, Door-to-to-Door, mailers).
- ◆ Maintained client/agent relationship with communication outreach for birthdays, sharing small business solutions.

FINANCIAL SERVICE PROFESSIONAL at **NEW YORK LIFE**

Palm Beach Gardens, FL — **7/2017 to 11/2018**

- ◆ Developed Book of Business and maintained relationship/communication through Salesforce CRM.
- ◆ Met and worked with clients re: life insurance, retirement planning, college planning.
- ◆ Marketed and promoted New York Life products & services to both individuals and small businesses (eBlasts, Social Media, Google Business Listing, Door-to-Door, mailers).

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DIGITAL MARKETING / PROJECT MANAGER at **WEISS RESEARCH**

Palm Beach Gardens, FL — **10/2015 to 10/2016**

- ◆ Worked with Digital Marketing Manager, Web Developer and Graphic Designer to plan and execute company wide product launch campaigns through Wrike.
- ◆ Met and collaborated with cross-departmental teams re: product launches.
- ◆ Implemented improved workflow to submit new campaigns to the production team (assets, delivery timeline, etc.)
- ◆ Communicated & collaborated with departments and team members through Wrike, e-mail, and in person.

MARKETING & COMMUNICATIONS COORDINATOR at **SUSAN G. KOMEN SOUTH FLORIDA**

West Palm Beach, FL — **10/2013 to 5/2014**

- ◆ Managed social media strategy: Facebook (10% increase from Oct '13 to Jan '14), Twitter (6% increase). Initiated presence, curated Pinterest, Google+, LinkedIn, Instagram, and Great Nonprofits accounts.
- ◆ Communicated and marketed Susan G. Komen South Florida events through e-mail, social media, CMS.
- ◆ Managed constituent database & 2014 RFTC campaign using Convio.

MARKETING COORDINATOR at **CULTURAL COUNCIL OF PALM BEACH COUNTY**

Lake Worth, FL — **7/2012 to 2/2013**

- ◆ Developed, strategized and implemented Cultural Council for Palm Beach County's annual marketing plan with VP of Marketing & Governmental Affairs, PR Coordinator & Web Manager for "New Face of Culture in Palm Beach County" rebranding campaign.
- ◆ Designed banners, meterboards, rack cards, booklets, calendars, logos for rebranding campaign, along with ongoing programs (artist membership, art on the road)
- ◆ Documented & reported leads received from Reader Response forms from marketing initiatives for monthly Palm Beach County Tourism & Development Council (TDC) update.

ELECTRONIC MEDIA COORDINATOR at **THE PALM BEACH POST**

West Palm Beach, FL — **1/2009 to 7/2012**

- ◆ Communicated with Account Executives to create, revise, proofread digital and print ads for Palm Beach Post advertising clients (InDesign, Photoshop & Illustrator).
- ◆ Transferred soft-proofed Palm Beach Post sections (from PageSpeed to Arkitek) via FTP to Sun-Sentinel for press.

INTERNATIONAL CUSTOMER SUPPORT at **ANSPACH**

Palm Beach Gardens, FL — **2/2006 – 5/2008**

- ◆ Generated Request for Proposals (RFPs), maintained list of active international distributors. Collaborated with European Educational manager to fulfill demo, educational and consignment equipment requests for distributors.
- ◆ Coordinated with production to meet customer quoted ship dates for ortho/neuro drills and burrs. Sales increase by 10% over to course of a year (Int'l Sales at \$2.4million USD as of month-end April 2008).
- ◆ Collaborated with shipment manager to implement more efficient methods of exporting goods internationally, reducing unnecessary expense for Anspach and the end-user (international distributors).
- ◆ Coordinated with VP of International & European Business Manager with regards to distributor discount schedule, open tenders in various countries, special pricing agreements.

EDUCATION

ART INSTITUTE OF FORT LAUDERDALE

Web & Interactive Media Design, 2008 to 2010

FINRA

Series 6 Securities License, 2017 to Present

COURSERA

Google Project Management Certificate, 2021