

Lauren Kopp Jones

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An affinity for organization, sincere curiosity, and comfort in ambiguous circumstances have served me well as a marketing leader. An artist and skier at heart, I am most fulfilled working with creative teams and championing the 'never been done'. Building new processes, programs and go-to-market strategies are some of my favorite ways to contribute to success. Working in diverse industries has brought the impact of strong audience targeting and customer/sales analysis into stark focus for me and has fueled successful branding, product design, internal communication, and campaign strategies.

Gaspar's Construction
Marketing Strategist

November 2023 – Present

Work with stakeholders to design marketing strategy for a family-owned, design/build company. Translate business goals into a progressive marketing strategy applying digital, onsite, and process tactics to improve traffic, customer and team retention. As the key driver of Hubspot onboarding, I leveraged the platform to capture leads, target messaging, develop automated sales process, run Google Search campaigns and report on client data. This along with the launch of a previously stalled website design, including a lead collection form, have increased web traffic and qualified leads.

Freelance
Marketing Consultant

April 2023 – Present

As a creative and entrepreneurial thinker, I currently work with small to medium-sized businesses to design tailored integrated marketing plans for product launches, events, and optimal audience engagement. I'm naturally drawn to the art and design space and like to focus my professional efforts there.

Grand Image Ltd [Art Publishing & Consulting]
Marketing Manager

September 2021 – April 2023

Marketing Strategy: Developed marketing budget and established KPIs supporting digital, social, and traditional media strategies. Lead Graphic Designer and up-leveled brand, content, and sales support strategies. Drove previously stalled projects forward including brand video, content planning and proprietary DTC website launch. Integrated content strategy increased traffic, engagement, and sales. Managed relationships with external vendors and contractors.

Sales Champion: Collaborated with the Sales Operations Director and GIH Manager to meet the dynamic needs of wholesale, retail, and consulting channels, developing pitch decks, case studies, RFP Responses, sample boxes, trade show campaigns, and signage. Responsible for key sales events including the NEWH Conference Closing Event, increasing brand awareness nationally in the hospitality industry and the annual Inventory Sale, more than doubling revenue from the previous sale.

Operational Leadership: Worked cross-functionally to develop internal training, events, and measure employee satisfaction. Worked with non-profit partner, Transplant House, vendors, and internal teams to execute onsite auction.

Crystal Mountain Ski Resort
Marketing Operations Manager

November 2020 – September 2021

Marketing & Campaign Strategy: Led social media manager, graphic designer, and web developer, and saw record-breaking skier volume. Planned and executed resort and Alterra level initiatives including local and national campaigns, website optimization, social media content & campaigns, signage & wayfinding, and interdepartmental initiatives. Managed department budget, schedule, vendors, and AR/AP in order to help achieve record skier visit goals.

Launch Strategy: Launched marketing campaigns and led brand initiatives driving summer ticket and visitor sales through Crystal Sky Camp and Adventure Activity activations. Work with agency partners to execute strategies on paid channels including social media, SEO, print, OOH, targeted email placement, and trade show placement.

Leadership & Partner Collaboration: Led a cross-functional leadership team to identify investment priorities, establish annual sales plans, determine budget allocations, and develop promotional agendas. Provided tactical assistance on guest-facing communications

and processes including signage, reservations, attendance reporting, sales analysis, and guest feedback/surveys. Represented the resort as a member of the Enumclaw Chamber of Commerce, Visit Rainier, and Visit Seattle.

Progressive International [Housewares]

August 2015 – November 2020

Marketing Communications Specialist

Product Development & Launch: Collaborated with the product team to define features, assess positioning, pricing, and revenue projections and identify course correction opportunities by regularly reviewing sales performance. Elicited external and direct market/consumer analysis supporting brand, product and category development.

Marketing Project Management: Developed and executed digital, social, and traditional media strategies. Overhauled the product video production process supporting online sales and brand differentiation. Proved concept, and launched company's first DTC website. Responsible for annual company attendance to the International Housewares Show; booth & vendor management, team accommodations, talent & PR coordination, award submission, and key account support.

Marketing Communications Specialist

August 2018 – November 2020

Digital Marketing Coordinator

August 2015 – August 2018

Wexley School for Girls [Ad Agency]

August 2014 – July 2015

Account Coordinator

Champion the account management team and support daily internal and client needs. Coordinate creative work for Darigold, the Seattle Sounders, Homestreet Bank, 40 Creek Whiskey, and the Seahawks.

Early Career

Goldbloom Wealth Management

Executive Assistant & Marketing Coordinator

April 2014 – July 2015

Executive Assistant

April 2013 – April 2014

Avenue Films [Production Company]

Social Media Manager

November 2012 – March 2013

LeNir Ltd. [Community Developer]

Receptionist

April 2012 – October 2012

Drake Cooper [Ad Agency]

Creative Intern

May 2012 – September 2012

Education & Activities

University of Idaho

B.S. in Advertising, Minors in Fine Art & Spanish

December 2011

University of Washington

Strategic Marketing Certificate

December 2019 – May 2020

Seattle Art Museum

SAMBassador

November 2015 – May 2017

ArtsFund

Associate

Summer 2016

Boise Art Museum

