

LAUREN RATCLIFFE



704.641.6899



Lauren.A.Ratcliffe@gmail.com



in/laurenratcliffe

PROFILE

A results-driven and creative marketing manager with 10+ years of experience in communications, social media and content marketing, and journalism harnessing the power of storytelling to help brands grow. An empathetic and decisive leader who quickly analyzes situations and effectively communicates strategic solutions. Thrives in fast-paced, growth-focused environments.

EXPERIENCE

MANAGER, MARKETING COMMUNICATIONS

Husqvarna Group / Dec. 2022 – Feb. 2024

- Leveraged cross-functional relationships to plan and execute integrated marketing strategy with trade and end-user audiences, increasing brand engagement and reputation.
- Managed content marketing team including a graphic designer, copywriter, and tradeshow coordinator to build materials to support omnichannel content marketing strategies.
- Analyzed content gaps and created strategic content marketing communications plans to increase thought leadership, brand awareness and trust.
- Developed brand journalism strategy and authored content leveraging internal interviews and thought leadership to connect with customers.
- Increased brand awareness by creating 800+ pieces of marketing content including literature, ads, articles and social media and video while coming in under budget by \$8K.
- Oversaw PR agency securing 4,300 articles reaching 87M in impressions in 2023, increasing brand visibility.
- Prepared global executives for media engagements, wrote media materials and executed earned media strategy alongside agency partners.
- Established KPIs and analyzed metrics for content marketing strategies including SEO, web analytics, email marketing and earned media.

DIRECTOR OF COMMUNICATIONS AND MARKETING STRATEGY

Eventys Partners / Mar. 2019 - Dec. 2022

- Created strategic brand marketing campaign including the re-launch of the YouTube Channel which grew in subscribers by 25% in one year.
- Built and managed a PR team of two specialists and directed strategy that resulted in 300+ B2C media hits and \$13.9M in funds for startup clients.
- Wrote compelling media materials to secure earned media for crowdfunding startups.
- Developed and wrote monthly internal and external newsletters, case studies, blogs and social media content to improve employee engagement and strengthen client relationships.
- Secured key media placements for the most-funded fitness product in Kickstarter history, generating \$50K in attributable funds.

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LEAD ASSIGNMENT EDITOR

WSOC-TV / June 2015 – Mar. 2019

- Identified stories and breaking news across the 22nd-largest media market in the U.S.
- Implemented efficient newsgathering processes with tight deadlines and directed a team of 12+ journalists to deliver top-rated newscasts.
- Orchestrated complete coverage of the breaking news of the death of Rev. Billy Graham.

ASSIGNMENT EDITOR AND DIGITAL JOURNALIST

FOX 46 Charlotte / Dec. 2013 – June 2015

- Built newsroom contact list from scratch leading to rapid response times on breaking news.
- Managed news desk operations and oversaw station's web and social media presences.

OVERNIGHT PRODUCER

NBC News Channel / June 2013 – Dec. 2013

STAFF WRITER

S.C. Business Publications, LLC / Oct. 2011 – May 2013

SKILLS

Omnichannel Marketing | Empathetic | Problem Solver | Resourceful | Agile | Team Leader | Corporate Communications | Public Relations | Marketing Strategy | Copywriting | Branding | Video | Photography | Social Media | Project Management

TECHNICAL PROFICIENCY

Microsoft Office | Canva | Google Suite | Slack | Teams

EDUCATION

BACHELOR OF ARTS, JOURNALISM AND MASS COMMUNICATION

The University of North Carolina | Chapel Hill, N.C.

TRAINING AND CERTIFICATIONS

CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute, 2022