

# Laura M. Donovan

Socially Savvy Marketing Professional with over 8 years' experience with Social Media Marketing and Advertising. Managed marketing and advertising campaigns on the top Social Platforms for small to medium businesses in a variety of industries across the country.



## PROFESSIONAL EXPERIENCE

**The Word Pro, Inc.**  
**Social/Digital Media Marketing & Advertising**

**President/Owner, 2002 to Present**

- Launched Social Media Marketing Department (2008)
- Conducted Training Seminars/Workshops and Presentations on Social Media Marketing & Advertising
- Designed and executed Social Media strategies
- Lead marketing efforts to build communities
- Competitive analysis and market research
- Increased brand awareness, engagement and website and social traffic
- Assessed strategies and made adjustments as needed
- Ensured optimization of all Accounts for SEO, ROI and revenue growth
- Curated and created all content for marketing purposes
- Created all graphics and visuals (graphic design skills)
- Managed engagement and customer service
- Identified and sourced new marketing strategies to drive growth and improve bottom line
- Increased effectiveness by sourcing new opportunities, platforms or tools
- Launched companies onto Social Platforms
- Created digital presence for new companies
- Developed advertising campaigns
- Built and designed email and blog campaigns



**The-Social-Pro**  
**Blog/Writer, 2011 to Present**  
*Personal Professional Blog*

[The-Social-Pro](#)

**Business2Community Online News**

**Writer, 2013 to Present**

*Publish relevant articles related to social media marketing.*

[LauraDonovan-Business2Community](#)

**Examiner.com**

**Writer, 2011 to 2013**

*Publish relevant articles related to social media marketing.*

[LauraDonovan-Examiner](#)



## PREVIOUS EXPERIENCE

**Human Resources**  
**Manager/Director**

**1994 – 2002**

- The Home Depot
- iFullfilment
- Mary Kay, Inc.
- Sharp Electronics
- PageNet



## EDUCATION

**North Central College**

B.A. Organizational Communications



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[View Speaking Engagements](#)



[View my Success Stories](#)

## Skills & Platforms

- Facebook
- Twitter
- Pinterest
- Google
- Google +
- YouTube
- Instagram
- Wufoo
- SnapChat
- MailChimp
- HootSuite
- TweetDeck
- Pagemodo
- Woobox
- Constant Contact

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