

Lauren Mulholland

DIGITAL MARKETING SPECIALIST

Orange County, California

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Email Marketing • Marketing Automation • Salesforce Marketing Cloud • Digital Content Strategy • Data Management • Analytics • HTML/CSS • Social Media • Video Production

PROFESSIONAL SUMMARY

Results-driven **Digital Marketing Specialist** with 10+ years of experience creating and executing integrated marketing campaigns across email, web, social media, video, and digital advertising. Expertise in **Salesforce Marketing Cloud, Salesforce CRM, marketing automation, audience segmentation, data management, HTML/CSS, analytics, and CMS platforms including Adobe Experience Manager (AEM), WordPress, and Drupal**. Skilled at combining creative storytelling with data-driven insights to increase engagement, optimize campaign performance, and support organizational growth. Experienced leveraging AI-powered tools to streamline workflows, accelerate content creation, improve productivity, and enhance marketing performance.

CORE COMPETENCIES

- Email Marketing & Marketing Automation
- Salesforce Marketing Cloud (SFMC)
- Salesforce CRM & Data Management
- Audience Segmentation & Journey Builder
- Automation Studio Workflows
- CRM Database Management & List Hygiene
- Campaign Performance Analytics & KPI Reporting
- HTML/CSS Email Development
- CMS Management (AEM, WordPress, Drupal)
- Content Strategy & Copywriting
- Social Media Marketing
- SEO & Website Optimization
- Digital Asset Management
- Video Production & Photography
- AI-Enhanced Marketing Workflows
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Girl Scouts of Orange County – Irvine, CA

Digital Marketing & Communications Specialist

2018 – 2026

- Developed and executed integrated digital marketing campaigns supporting membership recruitment, fundraising initiatives, volunteer engagement, and council-wide programming for one of Southern California's largest nonprofit organizations.
- Planned, created, and managed multi-channel campaigns across email, websites, social media, digital advertising, and CMS platforms.
- Built and deployed automated email campaigns in Salesforce Marketing Cloud using Journey Builder, Automation Studio, audience segmentation, filtered data extensions, dynamic content, and A/B testing.
- Developed responsive HTML/CSS email templates that improved user experience across desktop and mobile devices.
- Managed subscriber databases of 10,000+ contacts, maintaining CRM data integrity through audience segmentation, list hygiene, targeted communications, and ongoing data management.
- Analyzed email marketing performance using Salesforce Marketing Cloud reporting and analytics to optimize engagement, conversions, and campaign effectiveness.
- Produced branded digital content including graphics, photography, video, email campaigns, web content, and marketing copy supporting fundraising, volunteer recruitment, membership growth, and community outreach.
- Managed content calendars and audience engagement across Instagram, Facebook, and LinkedIn.
- Maintained council-wide website content in Adobe Experience Manager (AEM), managed digital assets, and published content across CMS platforms.
- Collaborated with marketing, membership, development, volunteer recruitment, and program teams to support strategic organizational initiatives.
- Leveraged AI-powered tools to streamline content development, improve productivity, and enhance creative workflows.

Key Achievements

- Increased email engagement through optimized subject lines, audience segmentation, A/B testing, and content strategy.
- Reduced campaign production time by implementing marketing automation workflows.
- Improved subscriber data quality through CRM data management, audience segmentation, and database maintenance.
- Produced high-performing multimedia content that increased council visibility, engagement, and community awareness.

Performance Racing Industry (PRI) / Specialty Equipment Market Association (SEMA)

Aliso Viejo, CA / Diamond Bar, CA

Art Director | Digital Marketing & Creative Services

2014 – 2018

- Led digital creative production and marketing initiatives supporting nationally recognized automotive trade organizations, publications, and large-scale industry events.
- Designed and maintained website content using Drupal and additional CMS platforms.
- Developed marketing emails, landing pages, promotional graphics, banner advertising, and digital marketing assets.
- Built and deployed Salesforce Marketing Cloud (ExactTarget) email campaigns.
- Collaborated with marketing teams to implement analytics tracking, campaign reporting, and performance optimization.
- Managed photography, digital assets, and multimedia content across marketing channels.
- Coordinated with developers and external vendors to support website enhancements and customer-facing digital tools.
- Produced social media graphics, promotional videos, and online advertising campaigns.
- Implemented SEO strategies to improve website rankings, organic traffic, and online visibility.
- Generated weekly and monthly website and campaign analytics reports to support marketing decision-making.

Key Achievements

- Supported integrated digital marketing initiatives for nationally recognized automotive organizations and international trade shows.
- Improved website content workflows through SEO optimization and analytics-driven enhancements.
- Delivered high-volume marketing campaigns while maintaining exceptional brand consistency and creative quality.

MagnaFlow – Rancho Santa Margarita, CA

Digital Media Specialist

2007 – 2014

- Led digital marketing initiatives supporting websites, email marketing, social media, photography, video production, and online advertising.
- Designed and executed integrated marketing campaigns promoting automotive performance products and brand initiatives.
- Produced branded graphics, photography, promotional videos, web content, email campaigns,

and digital advertisements.

- Coordinated digital marketing projects from concept through production and launch.
- Maintained consistent brand identity across websites, email marketing, social media, and digital platforms.
- Collaborated with marketing, sales, and product development teams to support product launches and promotional campaigns.
- Implemented SEO strategies and website optimization techniques to increase search visibility and website traffic.
- Managed website content, CMS updates, and digital promotional initiatives.
- Researched emerging digital marketing trends and technologies to improve campaign performance.

Key Achievements

- Increased website traffic and online lead generation through integrated digital marketing campaigns.
- Expanded brand awareness through strategic multimedia content and social media initiatives.
- Produced engaging promotional video and digital content supporting product marketing and customer engagement.

Coastline Community College District – Costa Mesa, CA

Digital Media Lab Assistant

1998 – 2017

- Provided technical support for Digital Media Arts & Design computer labs.
- Assisted faculty and students with Adobe Creative Cloud applications, digital media production, and printing workflows.
- Maintained Macintosh workstations, digital production equipment, scanners, printers, and peripherals.
- Supported classroom instruction through technical guidance, troubleshooting, and digital media expertise.

Key Achievement

- Contributed to student success by maintaining efficient lab operations and providing hands-on technical support.

EDUCATION

University of California, Irvine

Bachelor of Fine Arts (BFA)

Orange Coast College

Certificate, Digital Media Art & Design

TECHNICAL SKILLS

Marketing Platforms

- Salesforce Marketing Cloud
- Salesforce CRM
- HubSpot

CMS

- Adobe Experience Manager (AEM)
- WordPress
- Drupal
- SharePoint

Adobe Creative Cloud

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects
- Dreamweaver
- Adobe Firefly AI

Web Technologies

- HTML
- CSS

Analytics & Reporting

- Google Analytics 4 (GA4)
- Salesforce Marketing Cloud Analytics
- Campaign Performance Reporting
- KPI Analysis

Marketing & Collaboration Tools

- Litmus
- Canva
- Asana
- Microsoft Office
- Google Workspace

AI & Productivity Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Gemini
- AI-assisted content creation, research, workflow automation, and campaign optimization