

LAUREN B TRIPLETT

MARKETING STRATEGIST

About Me

An experienced digital marketer that uses my managerial and marketing skills to help BIPOC-owned businesses, non-profits, and start-ups create a unique connection with their audience through digital marketing strategies.

Address

11900 Venice Blvd #10
Los Angeles, CA 90066

Phone

(850) 748-1476

MARKETING EXPERIENCE

11/2020 -
PRESENT

Mattel, Inc

Associate Marketing Manager,
Barbie Global Brand Team

06/2018 -
PRESENT

BiteSized Consulting

Marketing Consultant & Strategist

Developed digital communication, PR, and market penetration strategies for non-profits & minority-owned businesses including Dress for Success, Community Literacy Initiative, Small Talk Counseling, & Hermes Go.

03/2014
06/2019

McMaster-Carr Supply Company

Business Development & Warehouse Operations

Created and managed accounts in the healthcare, manufacturing, and food/beverage industries within Los Angeles & Orange County
Developed internal KPIs to assess the growing kombucha industry in the region.

EDUCATION

05/2015 -
12/2017

Masters of Business Administration, Marketing

Pepperdine University, Graziadio School of
Business

08/2006 -
05/2010

Bachelor of Sciences in Applied Economics

Florida State University

SKILLS

- Google Trends
- Qualtrics
- Market Research
- Social Media Strategy
- Applied Data Analytics
- People Management
- Integrated Digital Communications
- Google Analytics

