LAUREL SHAW

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SUMMARY

Dynamic web design and development professional with 18+ years of experience in content management, web hosting, design & development, content creation, and social media management. Adept at managing content projects for diverse client base, ranging from small businesses and non-profits to large corporations, including $10.23B hotel conglomerate. Skilled in SEO, analytics, and UX/UI design with deep understanding of web server administration. Google Analytics and Google Ads Search Certified.

EXPERIENCE

2005 – PRESENT   **LAPSAN.COM**   **REMOTE**

WEB CONTENT DESIGNER & DEVELOPER

- Launched freelance business and manage end-to-end website design, development, hosting, and maintenance for diverse clients—B2B, B2C, non-profits, influencers—delivering SEO-optimized sites, content creation, and social media management while providing training, project management, and client support
- Created website and marketing campaign for national motivational speaker, expanding reach to international audiences and increasing social media visibility by 50% through targeted strategies and consistent content
- Led client teams ranging from 5 to 10 members, focusing on collaboration, clear communication, and decision-making to deliver tailored web solutions
- Increased grant application visibility by 70% and newsletter subscriptions by 30% for non-profit client
- Delivered hands-on training and WordPress tutorials, empowering clients to manage and update websites

2022 – 2023   **MARKALON**   **REMOTE**

SEO COPYWRITER

- Create targeted, SEO-optimized content for B2B and consumer websites, adapting to various voices and styles while consistently meeting tight deadlines and delivering well-researched articles and web content
- Specialized in writing 5-10 finance and SaaS articles weekly, including detailed, well-researched blog posts for HR SaaS client, targeting HR industry professionals with insights on software solutions and industry trends

2013 – 2017   **XPRESSIONS**   **REMOTE**

WEB DEVELOPER & DESIGNER

- Rebuilt multiple B2C e-commerce sites with focus on database management, PHP, and Drupal, while also handling copywriting for short-form content in e-commerce environments
- Rebuilt and redesigned e-commerce platform from ground up, implementing modern web design and development practices to enhance functionality, improve user experience, and streamline custom shopping
- Integrated advanced features—custom t-shirt design tool and online/in-store pickup options for bulk orders—optimizing digital shopping experience and order fulfillment process for increased efficiency and satisfaction

Additional Experience: **WEB DESIGNER**, PIPAC, **WEB ASSOCIATE,** ADC & **DESIGN CONSULTANT**, SPHERION

EDUCATION & CERTIFICATIONS

UNIVERSITY OF MINNESOTA, DULUTH   **DULUTH, MN**

BACHELOR OF FINE ARTS, ART EDUCATION (1995)

Certifications: *Normandale Community College — HIT Implementation Support Specialist Certificate | Google Ads Search Certification | Google Analytics Certification*