

EMILY PORTER

SR. DIGITAL MARKETING MANAGER



www.emilylaurien.com



[Emily Porter](#)

EXPERIENCE

SR. DIGITAL MARKETING MANAGER

MediClean Air Pros

2018 - Present

- Design and implement comprehensive digital marketing plans across multiple channels (e.g., SEO, SEM, social media, email marketing) to drive brand awareness, lead generation, and sales.
- Monitor key performance metrics, generate detailed reports, and use data-driven insights to optimize campaigns for maximum ROI and performance improvement.
- Coordinate with marketing teams to ensure cohesive execution of marketing initiatives and alignment with overall business goals.

TECHNICIAN SERVICE COORDINATOR

Duncan-Parnell

2018

- Receive, assign and manage service requests by scheduling appointments and dispatching technicians based on priority, availability, and location to optimize resource utilization and ensure timely service delivery.
- Primary point of contact for customers and field technicians, providing timely updates, resolving scheduling conflicts, and addressing customer inquiries to maintain high levels of satisfaction and operational efficiency.

BUSINESS DEVELOPMENT & MARKETING MGR.

Grace House @ Georgia Tech

2016 - 2018

- Managing the digital marketing, content creation, social media, advertising campaigns, and brand management, to increase brand awareness and student engagement.
- Networking with students and faculty to bring awareness of the nonprofit throughout GA Tech.

EDUCATION

BACHELOR'S - BUSINESS MANAGEMENT

Western Governors University

2018 - 2023

MASTER'S - DIGITAL MARKETING

Western Governors University

2024 - Present

SKILLS

- Website Design & SEO
- Design Thinking
- Social Media Marketing
- Content Design
- PPC Advertising
- Problem-Solving
- Multiple CRM Platforms
- Email Marketing & Analytics
- Project Management
- Strategic Planning
- Analytics & Reporting
- Coding
- Strong Communication
- Photo & Video Editing
- Adobe & Microsoft Suites



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Please visit www.emilylaurien.com to view my portfolio, bio and full work history.