

Contact

406.672.9797
laurenbdowling@gmail.com

Skills

Brand Expansion
Brand Re-design Leadership
Style Techniques Music
Performance
Toxic Leadership Education
Strategic Leadership
Strategic Management Team
Leadership
Creative Ideas
Office 365 Programs
Brand Building
Strategic Planning
Social Media Marketing
Media Buying and Research
Graphic Design
Sales Campaign Design
Packaging Design
Adobe Design Products

Education

University of Mary
Bismarck, ND

Bachelor of Arts - Music
Minor - Philosophy

Western Governors University
Salt Lake City, UT

Master of Science -
Management and Leadership

References

Luke Kobold, 406.690.0673
Alyssa Francis, 406.223.7703
Elizabeth Ching, 406.696.4371

Lauren Dowling

Work Experience

BILLINGS CLINIC

Graphic Design & Media Liaison / June 2017 - July 2022

Assist in the development and implementation of the company's brand strategy. Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation. Prepare marketing activity reports and metrics for measuring program success. Provide market research, forecasts, competitive analyses, campaign results, and consumer trends. Share best practices, and local marketing ideas and tactics with the team. Conduct research to analyze market trends, customer behavior, and competitive landscape. Use market research to purchase media spots for campaigns and brand strategies. Support the Marketing Director in establishing the marketing plan by setting objectives, planning and organizing promotional presentations, and updating calendars. Plan and manage meetings by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating service lines. Continually seek and research new sources of prospective customer data, and provide recommendations to marketing leadership. Service line marketing and graphic design for designated service lines and for other areas of the clinic under the direction of the Marketing Director.

FAT CAT MARKETING, LLC

Owner, Designer, Marketing Guru / June 2011 - May 2017

Developed client relations, organized brand and other business related campaigns. Specialized in social media marketing, graphic design, professional development mentoring and campaign design. Conducted market research and media buys for clients. Responsible for all operating and financial tasks for the business.

Professional Development

North Dakota Delta Epsilon Chi State President; 2008-2009
3rd Place Business Ethics-International Career Development Conference; GA 2008
1st Place Business Ethics-International Career Development Conference; CA 2009
1st Place Idea Fair and Entrepreneurship Challenge; University of Mary 2009
Harold Schafer Emerging Leaders Academy; University of Mary 2006-2010
International Career Development Conference State Leadership Award; 2008-2009
Ambassador for the State of North Dakota; 2010
Bismarck Mandan Young Professionals Member; 2012-2016
Bismarck Mandan Chamber of Commerce Leadership Program; Class of 2014
University of Mary Marketing Curriculum Advisory Board; 2013-2016
2014 40 Under 40 Award Recipient through the Bismarck Tribune
Official Bismarck Woman Owned Business Member; 2014-2015
National NREMT Licensed and Montana State Licensed EMT - 2022
Billings Clinic Diversity and Inclusion Committee Co-chair; 2021-2022
Diversity, Equity & Inclusion Certification; 2022 - University of South Florida