

# LAURA MEDLEY

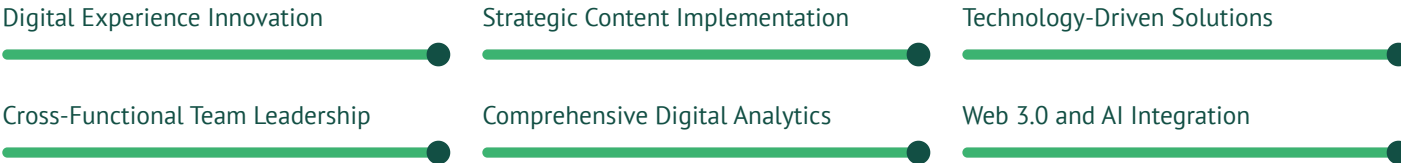
Digital Strategy | Content Strategy | Innovation Thought Leader

[laura.medley@gmail.com](mailto:laura.medley@gmail.com) • <https://www.linkedin.com/in/lauramedley/> • <https://www.laura-medley.com>

## What I Offer

Strategic leader with over a decade of proven success in pioneering digital experience enhancements and content strategy. My forte lies in translating complex technological capabilities into impactful digital marketing initiatives, fostering engagement, conversions, and revenue growth. With a keen insight into emerging technologies like AI, I've championed cross-functional collaboration, creating novel opportunities in Web 3.0 and beyond, while fostering robust growth through innovative engagement and content strategies.

## Core Competencies




## Selected Achievements



Built Miami branded content partnership with Google that drove 16M+ views and 13% conversion rate in the first 4 months.

This project allowed us to grow exponentially through Google's reach.



Created content strategy, governance, migration plan, and plan and tool implementation for over 9,000 page/multi-website integration and redesign.

One of the top 3 US children's hospitals.



Increased targeted visitation 200%+ with optimized content and seller education program.

A top ecommerce platform in SE Asia that included creating a new product revenue stream.



Grew renown comic property website visitation 75% and reach over 1.5X with optimized content creation and SEO.

Creating a new viral content creation revenue stream.



Chaired "Diversity in Action" at New Line Cinema creating multicultural, inclusive philanthropic, and health and wellness programming.

Enhancing company-wide inclusivity and community engagement.



Worked on the first after-hours financial trading facility at the first online investment banking start-up to sell IPOs to the public.

This innovative and cutting-edge project opened doors for today's fintech boom.

## Experience

Disruptive Technologists

Digital Strategy Director

Technology think tank dedicated to enhancing inclusion of diverse thought and ideas in the tech space

- Championed a tech-centric digital strategy overhaul, securing continuous membership and revenue growth.
- Led a ground-up website redesign, introducing refreshed branding, enhancing visitor engagement, and driving lead generation, membership goals, and donations.
- Revamped social media and email marketing strategies.
- Spearheaded AI integration for content enhancement and operational efficiency.
- Implemented Artificial Intelligence to streamline editorial workflows, from content creation to distribution, improving efficiency.
- Enhanced the consumer-facing content strategy with a strong emphasis on engagement and reach through SEO analysis and optimization.
- Developed a comprehensive digital monetization strategy encompassing the use of video, advertising, sponsorships, and other media.
- Leading a cross-disciplinary team in creating groundbreaking digital fundraising and engagement platforms, including developers, designers, SEO experts, and content creators.

NYC

10/2020 - Present

Razorfish

Associate Content Strategy Director

Digital Agency

- Developed strategic content recommendations and executed comprehensive content strategies for leading global brands.
- Designed content and content migration strategies, and successfully implemented content martech and processes.
- Pioneered a comprehensive digital overhaul for a leading U.S. children's hospital, integrating 9,000+ pages across platforms to significantly amplify patient engagement and care accessibility.
- Created detailed content documentation, including migration matrices, models, taxonomies, and technical content specifications.
- Collaborated with SEO, UX, Creative, and Development teams to support new brand development, website redesigns, and content creation.
- Established content strategies, playbooks, and recommendations for new and established brands across diverse B2B and B2C industries.

Remote

09/2021 - 10/2023

## Experience

### Greater Miami Convention & Visitors Bureau

Website Director

Miami

04/2017 - 09/2020

Official Miami travel and visitation organization

- Innovated and orchestrated an integrated digital tourism website experience tailored to the needs of modern travelers.
- Conceptualized and executed the Miami travel destination website, featuring over 10,000 pages of content, achieving a monthly visitor count of 1 million with a remarkable 4% conversion rate.
- Managed content strategy and editorial processes, generating 750+ pieces of fresh content annually, guided by SEO and market analysis.
- Devised a 360 mapping strategy for 600+ Miami attractions, hotels, and restaurants, resulting in over \$1 million in media value within 6 months.
- Introduced Augmented Reality mapping and VR features.
- Launched the "Experience Engine" platform to enhance traveler engagement.
- Engineered a transformative partnership with Google for the Greater Miami Convention & Visitors Bureau, catalyzing a 16M+ viewer engagement and 13% conversion rate, underpinning Miami's online tourism surge.
- Produced video content, Streetview 360, and engaging stories for the Google Earth platform, enhancing global awareness of tourism experiences.
- Implemented a Google Street View project in collaboration with the National Park Services and local park departments, expanding both local and international outreach and park visitation.
- Fostered a company-wide relationship with Google My Business, boosting revenue for local Miami businesses and increasing partnership monetization.
- Oversaw the content and digital technology team, managing vendor and partner relationships, and administering an annual budget of \$3 million.

### GLOBAL CONSULTING

Digital Strategy, Marketing Acquisition

Global

08/2012 - 04/2017

Local and international digital consulting

- Oversaw digital strategy and marketing efforts for an ecommerce start-up, resulting in a remarkable 34% increase in sales revenue.
- Developed a targeted search media strategy for the NBA Miami Heat's Chinese market, both domestically and in China, achieving significant reach and sales. Delivered a strong 1.49% click-through rate (CTR) and garnered over 5 million monthly impressions.
- Managed UX projects for the CVS pharmacy mobile app and enhanced the digital experience for that leading healthcare provider's urgent care services.
- Initiated the launch of the Interactive Department at a boutique ad agency, driving revenue growth exceeding \$1 million in the first year.

## Skills

Content Strategy · Content Marketing · Content Creation and Development · Technical Content Strategy · Content Migration · Editorial Processes Management · Content Technology Implementation · Data Structure and Analytics · Business Development · Martech Implementation · Client Relationship Management · Project Management · AI (Artificial Intelligence) · AI Prompt Engineering · AI Implementation · Search Engine Optimization · Digital Experience Design · Personalization · Marketing Automation · Customer Journey Mapping · Branding · 360/Video Production · Ecommerce · Social Media · SEO · Global Market Insights · Leadership

## Education

MIT Artificial Intelligence edX (in progress)

Google Data Analytics Certification (in progress)

Baruch City University of New York

University of Miami

Miami Dade College

## Affiliations

 Publicis Conscious Mind Board

 Viva Women in Technology

 Disruptive Technologists NYC