



LYNN SMITH-DOANE

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SUMMARY

Technical communications professional possessing exceptional writing and editing skills. Versed in a range of technology solutions and communication skills. High-achieving project management professional possessing excellent organizational and analytical capabilities. Devises innovative solutions to resolve business and technology challenges. Versed in all aspects of marketing campaigns and website management from concept development to execution and launch.

SKILLS

- Marketing and social media strategy development
 - Brand development
 - Exceptional problem solver
 - Quantitative analysis
 - Presentations
 - Multi-media marketing
 - Microsoft Office Suite
 - White paper development
 - SharePoint
 - Project management
 - Salesforce
 - Quality leadership
 - Skilled multi-tasker
 - Deadline-driven
 - Superior writer and editor
 - Analyzing data
 - Google analytics
 - Strategic decision making
 - Technology architecture analysis
 - Process development
 - Scope and project definition
 - Human Resources Information Systems (HRIS)
 - User acceptance testing
 - Staff training and development
 - Advanced problem solving abilities
 - Requirements gathering
 - Marketing materials development
 - Campaign performance tracking
 - Critical thinking
 - Cost-benefit analysis
 - WordPress
 - Website structure
 - Cross-browser compatibility
 - Image optimization
 - User-centered design
 - Adobe Creative Suite
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EXPERIENCE

Systems Analyst / Center For Personalized Medicine - Grosse Pointe, MI

08/2018 - Current

- Troubleshoot and resolve problems with programs and systems.
- Train end-users in best practices to minimize errors and protect key data.
- Assist with post-implementation troubleshooting of new applications and application upgrades.
- Test newly installed programs and applications to validate operability.
- Evaluate business needs and issues to devise targeted solutions like online ordering.
- Collaborate with staff to study daily tasks regarding information processing and performance to better understand business system needs.

Digital Marketing/Web Specialist / Oakland County Government - Waterford, MI

05/2001 - 08/2018

- Devised marketing strategies, remarketing campaigns, key phrase lists and mass e-mail campaigns.
- Led business redesign efforts to improve digital experience for economic development.
- Developed social media initiatives and created daily content on Facebook, Twitter, Instagram and emerging social platforms to engage current audiences and acquire new ones.

- Designed, managed and maintained company website by writing content, directing video designs and managing all social media platforms.
 - Interfaced with internal clients to discuss budget allocation and account performance metrics while utilizing Google Analytics to generate comprehensive reports outlining webpage traffic, impressions, redirects, and keyword effectiveness.
 - Assisted executive staff each year to maintain AAA bond rating.
 - Prepared and presented reports every quarter to update stakeholders about success of each strategy.
 - Assisted clients with setting up social media profiles for business activities.
 - Managed digital marketing strategies to meet client goals and objectives.
 - Audited website performance each quarter to make positive adjustments to marketing plans.
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EDUCATION AND TRAINING

Lawrence Technological University - Southfield, MI G.P.A. 3.51 cum laude

Master of Science: Technical and Professional Communication

Central Michigan University - Mount Pleasant, MI G.P.A. 3.65 cum laude

Bachelor of Science: Information Technology

Leadership Oakland Graduate