

Laken Veach

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EDUCATION

Master's Degree in Marketing, University of Alabama, Tuscaloosa, AL

Bachelor of Arts Degree in Economics, Vanderbilt University, Nashville, TN

WORK EXPERIENCE

Realtor, Elements Realty, Huntsville, AL

February 2026 to Present

- Execute social media marketing strategies across Facebook and Instagram, producing high-engagement content and dynamic home tour videos to maximize both my and property exposure
- Conduct market research and comparative market analyses (CMA) to accurately price listings, mitigate transaction risk, and arm clients with data-driven competitive insights
- Negotiate complex purchase contracts and terms of sale, advocating for client interests to consistently secure highly favorable financial and contractual outcomes
- Deliver concierge-level client services by maintaining open communication, proactively addressing shifting market regulations, and navigating complex financing options to guide clients through informed decisions
- Accelerate deal velocity by promptly managing inbound lead inquiries, coordinating fluid showing schedules, and resolving high-friction client concerns seamlessly

Digital Marketing Specialist, Davies Group, Nashville, TN

February 2021 to August 2023

- Built and executed Google Ads paid search campaigns targeted at high-value B2B decision-makers within the insurance, financial services, and highly regulated risk management sectors
- Managed LinkedIn paid search campaigns, optimizing audience targeting to capture enterprise-level professional services and technology prospects
- Performed website development and SEO, working with cross-functional executive leaders on web content, for the launch of a new national website, establishing the foundational digital presence for the company's U.S. business launch
- Collaborated closely with content writers and marketing team to design, schedule, and execute cohesive social media campaigns that enhanced brand visibility
- Built, segmented, and deployed high-performing email marketing campaigns to nurture leads, drive engagement, and support overall business growth initiatives

Paid Search Specialist, ATC DriveTrain / PowertrainCompany.com (Remote)

January 2018 to February 2021

- Managed Google Ads paid search campaign for a team of venture capitalists who had purchased a website dedicated to sales of remanufactured auto engines strictly through website sales
- Significantly improved the quality of the campaign, improving campaign structure and quality of ads, managing appropriate bids, to achieve increased impressions and stronger click-through rates
- Achieved the venture capitalists' desired goal of increased sales to promote a purchase of the online sales business (the business was sold to ATC Drivetrain with the condition that I would come onboard with them and continue my work with the campaigns)
- Increased lead quantity while also improving lead quality so the sales team could close more deals each day
- Wrote ad copy and search engine optimized landing pages to ensure high-quality scores and a lower cost per click
- Closely monitored keyword bidding and campaign performance to ensure sales goals achieved

ERP Implementation Consultant, Doncasters Southern Tool, Oxford, AL

May 2017 to August 2017

- Spearheaded the end-to-end implementation of a new ERP system, directing legacy data migration and data mapping to ensure absolute system integrity
- Authored comprehensive standard operating procedures and training manuals to guide cross-functional teams through the system transition

Real Estate Agent, Denver, CO

January 2014 to August 2016

- Conducted market research to accurately price properties and provide clients with competitive analysis reports
- Negotiated contracts and terms of sale on behalf of clients to ensure favorable outcomes for both parties involved
- Provided exceptional customer service by promptly responding to inquiries, scheduling property showings, and addressing client concerns

Search Marketing Analyst, Acceleration eMarketing, Denver, CO

November 2012 to June 2014

- Monitored and analyzed digital performance metrics via Adobe Analytics to guide cross-functional search marketing initiatives
- Engineered data models and strategic reporting decks via Adobe ReportBuilder, Excel, and PowerPoint to present performance insights and ROI to executive leadership at eBay and Royal Caribbean

Web Analyst, First Data Corporation, Centennial, CO

April 2011 to November 2012

- Managed end-to-end Adobe Analytics architecture, partnering with development teams to implement custom variables (eVar, sProp, events) and tracking codes
- Delivered routine and ad-hoc web analytics performance reporting to project stakeholders, highlighting user behavior trends and conversion bottlenecks
- Oversaw website maintenance workflows and search engine optimization (SEO) initiatives to ensure seamless site performance and steady organic traffic growth
- Directed paid search strategy and execution, aligning campaign performance with core business KPIs and lead-generation targets

Paid Search Specialist, Prestige Financial Solutions, Denver, CO

February 2010 to June 2011

- Slashed monthly paid search ad spend by 50% (from \$80K to \$40K) while simultaneously increasing both lead volume and lead quality through strategic campaign restructuring
- Drove continuous ROI growth by executing data-backed daily campaign optimizations and keyword refinements
- Translated complex campaign data into actionable weekly/monthly performance reports and executive-level analytics
- Authored comprehensive process documentation and designed high-converting landing pages to standardize workflows and scale lead generation

Web Analyst / Paid Search Specialist, Numeric Analytics, Denver, CO

April 2008 to February 2010

- Directed large-scale paid search campaigns with monthly ad budgets reaching \$120K, consistently optimizing targeting and bidding to maximize conversion performance

- Headed end-to-end SEO initiatives and web analytics reporting, utilizing data-driven insights to elevate organic search visibility and user engagement
- Supported enterprise-level Omniture SiteCatalyst implementations, collaborating on tracking architecture, tag deployment, and data validation
- Designed, built, and maintained high-converting web landing pages optimized for user experience (UX) and maximum paid traffic conversion rates
- Formulated comprehensive search marketing strategies for clients, delivering actionable guidance on web design optimization, link-building, and social media integration

Web Developer, Coca-Cola (contractor), Atlanta, GA

November 2006 to April 2008

- Engineered a custom department intranet site for the Sustainability and Water Stewardship division, managing the full development lifecycle from initial architecture to final deployment
- Conducted stakeholder requirement gathering and content strategy sessions to define site architecture, while producing high-quality multimedia training assets including an instructional video tour to facilitate seamless global onboarding for bottlers
- Administered and optimized a core SharePoint site, managing user permissions, site structure, and content management workflows to enhance cross-functional collaboration

Web Manager, Twenty-Six Two Marketing, Atlanta, GA

January 2003 to June 2005

- Engineered and maintained high-performance websites utilizing HTML, CSS, and JavaScript for high-profile corporate clients: Turner Field, AutoTrader.com, Cox Enterprises, Rosewood Hotels
- Implemented advanced SEO strategies that improved organic search rankings and boosted digital visibility
- Analyzed website traffic and performance metrics, delivering data-driven SEO analytics reports to guide client marketing strategies

Web Developer, Navidec Inc./DriveOff.com (Acquired by Microsoft), Denver, CO

April 1998 to May 2002

- Developed and optimized responsive web pages utilizing modern HTML5, CSS3, and JavaScript for a dynamic, database-driven automotive e-commerce platform
- Served as cross-functional technical liaison between the graphic design and backend Java development teams to streamline feature deployment
- Translated Adobe Photoshop designs (PSDs) into clean, semantic, and pixel-perfect front-end components
- Managed and maintained core codebases within the Content Management System (CMS), ensuring stability and seamless content delivery

Market Research Analyst, Allison-Hollander Corporation, Atlanta, GA

June 1994 to March 1998

- Managed and manipulated large-scale datasets from national consumer surveys for enterprise accounts, including McDonald's and The Coca-Cola Company.
- Streamlined data pipelines by importing and cleaning complex primary research data utilizing SPSS to identify key consumer trends
- Transformed client deliverables from raw data exports into executive-level, presentation-quality insight reports, significantly improving cross-functional decision-making.
- Recognized for immediate high performance and rapid value delivery, earning a merit-based promotion and a 20% salary increase within the first two months of tenure