

Lauren Allen

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Social Media the L.A. Way Clients

Social Media the L.A. Way was launched in April of 2018

- The Saskatchewan Association of Theatre Professionals (workshop instructor)
- Faula Creative (consulting on an Indiegogo campaign strategy and website/social profile creation)
- DumbAx Productions (marketing and design support for a touring theatre production)
- An Individual (commissioned to create a LinkedIn Explainer for a business executive)
- Phénomax Productions (strategy and creation, Facebook, Instagram, YouTube, Website, IndieGoGo)
- Anélle Coetzee Personal Stylist (strategy and creation, Facebook, Instagram, Twitter, Pinterest, Website, LinkedIn, MailChimp)
- Blisshood (management and strategy, Facebook and Instagram)
- The Closet Guru (strategy, Facebook, Instagram, and LinkedIn)
- Live Five Theatre (management of social profiles)
- Apuka Theatre (management, creation, and strategy, Instagram and Facebook)
- I Won't Go Broke (management, Facebook and Twitter)
- On the Boards Staging Company (management, Facebook, Twitter, Instagram; contributor, Blog)
- An Individual (training, Facebook and LinkedIn)
- Olala Party (management, Facebook, Instagram, and Blog)
- An Individual (website creation)

Social Media Employment History

	Date
Joined the Rapid Deployment Team at The Social Element	November 2016-Present
Joined the Your Inspiration at Home/My Secret Kitchen Consultant Care Team	Oct. 2016-Jan. 2017
Created position of Social Media Manager for The Open Storefront Project	Sept. 2016-Sept. 2023
Created position of Social Media and Saskatoon Outreach Coordinator at Tale Spinner Theatre	August 2016-Sept. 2017
Created position of Social Media Manager at SRP Consulting	June 2016-August 2018
Created Facebook page Saskatoon Youth Music Theatre Alumni	December 2015
Took over Social Media, Email, and Website Management at The Saskatchewan Association of Theatre Professionals	Nov. 2015-July 2017
Created position of Social Media Manager at On The Boards Staging Company	Sept. 2015-Sept. 2023
Took over position of Social Media Coordinator at Embrace Theatre	August 2014-Dec. 2015
Created position of Social Media Coordinator at Sum Theatre SK	July 2013-August 2014
Maintains professional pages as self and as own company, Staple Productions	October 2013-Present

Select Current Accounts

Facebook- The Short Cuts Festival, On the Boards Staging Company, Staple Productions, The Lauren Allen Way (professional page), Lauren Allen (personal account)

Twitter- @socialthelaway (Social Media the L.A. Way), @lesmis456 (personal), @StapleProd (Staple Productions), @Ontheboardsyxe (On The Boards Staging Company)

Instagram- @thelaurenallenway (Social Media the L.A. Way), @ontheboardsyxe (On The Boards Staging Company), @lesmis456 (personal)

LinkedIn- Lauren Allen (business)

Youtube- Video editor of the “Wrecked Murphy Speaks” video series on personal account, conceptualizer and performer of “Musical Theatre Mondays” and “The Breakup Cabaret” series through Staple Productions account

Websites- socialthelaway.com (Squarespace), talespinnertheatre.ca (Squarespace), sasktheatreprofessionals.ca (Netfirms and Squarespace), lauren-allen.net (Squarespace) (previous experience with Wordpress)

Blogs- lauren-allen.net/blog, socialthelaway.com/blog

Contributing Sites- broadwayworld.com (Contributing Editor, Paris), The Feedback Society (Contributor), Kingston Theatre Reviews (Contributor)

Training

- Boom! Social Facebook Ads Launch Pad Course (August 2017)
- Kim Garst’s Get More Instagram Followers Webinar (February 2017)
- Certified in Writing Marketing Copy through LinkedIn Learning (October 2016)
- Became a member of Squarespace Circle (September 2016)- member only group that provides additional web development resources to people who manage three or more websites
- Completed Hootsuite Platform Training Courses 1 and 2 (July 5th, 2016)- training on how to most effectively use Hootsuite and Hootsuite Analytics
- Registered to Kim Garst’s Boom! Social (June 2016)- provides training in very specific areas of social media
- Earned Certificate in Social Media Marketing from Hootsuite/Podium (September 27th, 2015)- Training focused on best practices for Facebook, Twitter, LinkedIn, and Instagram

Additional Platforms/Equipment

- Creates images/videos using Canva for Windows and iPhone, Ripl for iPhone, and Visme for Windows
- Edits images/videos using iMovie, Snapseed, and LightX for iPhone
- Edits audio using Audacity
- Owner of professional quality microphone and webcam
- Uses Dropbox and Google Drive for calendar, image, and document sharing
- Manages and reports statistics quarterly using Excel spreadsheets
- Uses Hootsuite for publishing and auto-scheduling to efficiently navigate multiple time zones
- Uses Freshbooks for billing and accounting

Bonus

- Can work remotely from anywhere in the world
- Consulting experience with SRP Consulting
- Currently working across Canada, France, the United States, and the United Kingdom
- Can accept payment via cheque, e-transfer, or credit card
- Over six months, increased following of employers accounts up to 182% and returned no decreases in any of the measured areas
- Communicates via e-mail and/or texts and always responds within one day. Can hold meetings over the phone, Skype, Facebook Messenger, What's App or Google Hangouts, with or without video and/or conference features.

For more information, please scroll through my many online presences. Feel free to search for any of the above profiles to see my ability to use SEO.