

ELAISA LAURETA

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EXPERIENCE

Morris Group Inc. | Windsor, CT

09/2022 – Present

Marketing Coordinator

- Oversee website content and development for five operating companies, ensuring brand consistency while creating targeted marketing content—including landing pages, blog articles, and event pages to enhance user experience, engagement, and conversions
- Lead SEO and AEO optimization strategies, leveraging keyword research and web analytics to enhance search rankings and organic traffic
- Produce, film, and edit video content such as customer testimonials, product demos, and internal training materials to support sales and marketing initiatives
- Manage and optimize paid advertising campaigns, using performance data to refine ad creatives and improve conversion rates
- Collaborate cross-functionally with sales and marketing teams to align digital strategies with business objectives and growth goals

TRUMPF | Farmington, CT

01/2022 – 05/2022

Marketing Intern

- Performed in-depth analysis of market trends, competitor activities, and customer needs to inform marketing strategies and decision-making
- Contributed to content creation for an internal publication, by researching, writing, and editing articles that supported company initiatives and employee engagement
- Collaborated with vendors and internal stakeholders to source new promotional products, reinforcing brand identity and promoting company culture

Advanced Window Systems | Cromwell, CT

09/2021 – 12/2021

Marketing Intern

- Developed and optimized city-specific landing pages, improving local SEO rankings and enhancing brand visibility
- Designed social media graphics to increase audience engagement and brand awareness across digital platforms
- Created and updated SEO-friendly blog content, including rewriting existing articles to improve search rankings and website traffic

EDUCATION

Middlesex Community College | Middletown, CT

2022

Associate of Science, *Digital Media Production & Digital Marketing*

University of Connecticut | Storrs, CT

2018

Bachelor of Science, *Public Health Sciences*

SKILLS

Software: Adobe Suite, Google Analytics, Google Search Console, HubSpot, Wordpress, Wix, Webflow, Ahrefs, Figma, Tiled, Canva, Synthesia, Asana, Microsoft Suite

Content Creation/Production: Photography, Videography, Editing, Web Design

CERTIFICATIONS

Google Analytics, Google Ads Display, Google Ads Search, Google Shopping Ads, HubSpot Marketing Software