

LAUREN MCDOWELL

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SUMMARY

Creative marketing professional and freelance video editor with 7+ years of experience across product marketing, content, video editing, branding, and digital campaigns. Experienced in developing go-to-market strategies, producing creative content, and translating audience insights into compelling campaigns across digital, print, video, and experiential channels. Combines a strong creative background with marketing strategy to build engaging brand experiences for B2B and consumer audiences.

PORTFOLIO

<https://www.laurenxmichelle.com/>

'Branding' is password-protected to protect client assets – please use "2025Lauren" for access.

EXPERIENCE

Elliott Tool Technologies (December 2025 - Present)

Product Marketing Specialist

- Lead go-to-market planning and execution for new product launches, developing positioning, messaging, sales enablement materials, digital content, and campaign assets from concept through launch.
- Conduct customer interviews and market research to identify pain points, validate product opportunities, and translate customer insights into product positioning, messaging, and campaign strategy.
- Develop integrated marketing campaigns across email, web, social, video, print, and sales channels to support product awareness, lead generation, and customer engagement.
- Produce and direct creative content including product videos, photography, motion graphics, digital advertising, sales collateral, and trade show materials, partnering with internal teams and external vendors as needed.
- Partner cross-functionally with Sales, Engineering, Applications, Product Development, and leadership to translate complex technical products into clear, customer-focused stories and marketing materials.
- Support major industry trade shows and events through campaign planning, booth creative, promotional strategy, sales materials, sponsorship coordination, and on-site brand execution.

Crane Pumps and Systems (October 2022 - December 2025)

Senior Marketing Specialist

- Designed and executed multi-channel marketing campaigns, leveraging HubSpot and Constant Contact to increase digital engagement and support product growth.
- Produced brochures, banners, product videos, and technical manuals that aligned with customer needs and sales goals.
- Coordinated trade shows and industry events, developing promotional materials, social media campaigns, and managing onsite branding to increase lead capture.
- Partnered with cross-functional teams (sales, product management, engineering) to align marketing with business objectives and ensure technical accuracy in campaigns.
- Successfully supported multiple product launches by delivering cohesive campaigns across digital, print, and event platforms.
- Managed print production projects, coordinating with third-party vendors to ensure high-quality standards and timely delivery.

ZATV (July 2023 - Present)

Freelance Video Editor (Independent Contractor)

- Edited 40+ professional YouTube videos, crafting cohesive narratives aligned with producer vision and brand guidelines.
- Enhanced storytelling with advanced editing techniques, video production workflows, motion graphics, and sound design to maintain high audience retention.
- Built long-term trust with producers, consistently securing repeat freelance contracts due to high-quality deliverables.
- Collaborated directly with producers to incorporate iterative feedback and revisions.
- Developed style guidelines for recurring series, improving consistency and efficiency across future editing workflows.
- Delivered projects within 1-2 week turnaround windows, balancing speed and quality to meet channel publishing schedules.

ADDITIONAL EXPERIENCE

Youtube (2011 - current)

Independent Content Creator & Video Editor

- Created 400+ trailer-style and narrative edits from film and television footage, showcasing advanced storytelling, pacing, and music synchronization techniques.
- Grew a YouTube channel to 110K+ subscribers and 45M+ lifetime views, sustaining audience growth over 14 years.
- Applied analytics to refine editing style, thumbnails, and upload cadence, improving average view duration and discoverability.
- Cultivated an engaged online community through consistent posting, comment interaction, and collaborations with other creators.

The Wright State Guardian (2022)

Intern Graphic Designer

- Designed weekly graphics aligned with editorial themes and target audience, supporting digital and print issues.
- Led layout design of a 44-page magazine, applying typography and layout principles to improve readability and visual impact.
- Created compelling graphics that enhanced publication identity and audience engagement.
- Collaborated with editors and writers to ensure visuals elevated and reinforced storytelling.

EDUCATION

Bachelor of Technical & Applied Studies — Graphic Design
Wright State University, April 2022 | GPA: 3.84

SKILLS

Marketing & Strategy:

Product Marketing · Go-to-Market Strategy · Product Launches · Positioning & Messaging · Customer & Market Research · Campaign Strategy · Sales Enablement

Creative & Content

Video Editing & Production · Motion Graphics · Graphic Design · Content Strategy · Brand Development · Digital & Print Content

Tools & Platforms

Adobe Premiere Pro · After Effects · Photoshop · Illustrator · InDesign · Lightroom · Frame.io · HubSpot · Constant Contact · VEGAS Pro