

Claire Marie Lakvold

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Experience

Programmatic Marketing Specialist

Lamar Advertising Company, Baton Rouge, LA | July 2021 - Present

- Works directly with Lamar's VP of Digital Growth to carry out programmatic education & growth through marketing, branding and business development
- Spearheaded the development and creation of Lamar's first podcast - Digital & Dirt
- Regularly prepares marketing analytic reports and leads presentations to senior level executives
- Maintains and creates content for Lamar's Programmatic Microsite - Including writing articles and collecting content to post on the blog
- Produces Lamar's Digital & Dirt Podcast - including collaborating on content material with host, coordinating with guests, recording, editing and posting content to podcast platforms
- Collaborates with the marketing department to develop email marketing campaigns, create social media posts and manage the Digital & Dirt LinkedIn profile
- Creates and maintains up to date Programmatic Marketing materials including case studies, custom presentations, one-sheets, etc

National Sales Intern/Programmatic Intern

Lamar Advertising Company, Baton Rouge, LA | June 2018 - June 2021

- Analyzed and distilled market research, developed custom maps and created marketing collateral to build compelling sales rational for articles, case studies and national sales proposals
- Worked with Supply Side Platform partners on campaigns including: creative approval, inventory management, restriction code mapping and post buy reporting
- Collaborated with the marketing department to create and update social media posts, created and regularly updated the programmatic website, and developed email marketing campaigns
- Wrote articles and collected content to post on the programmatic blog and developed new tactics to increase sales

Skills

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|----------------|---------------------|----------------------|--------------------|
| • Social Media | • Adobe InDesign | • Google Analytics | • Sewing |
| • GarageBand | • Adobe Illustrator | • Podcast Publishing | • Content Strategy |

Education

Louisiana State University (LSU), Baton Rouge, LA

Bachelor of Art, Mass Communication - Digital Advertising | May 2020

Minor: Visual Communication