LAURA DEUPREE

Dunwoody, GA 30338
Cell 770-298-3938 • lauradeupree@gmail.com
www.linkedin.com/in/lauradeupree

Collaborative communications professional with 12+ years in leadership, strategy, multi-channel marketing, storytelling, and community engagement

I am an innovative communications jack-of-all-trades with experience in project management, problem solving, media & public relations, content marketing, social media, and graphic design for web and print. I rely on data to inform my strategies and am always looking for ways to improve.

CORE COMPETENCIES

- Marketing strategy & campaigns
- Analytics, surveys, reports
- Team & vendor management
- Budget creation & management
- Brand management
- Project management
- Persuasive, analytical, & technical writing
- Content creation
- Event planning & management
- Media relations

PROFESSIONAL EXPERIENCE

Andrew Young School of Policy Studies, Georgia State University • Atlanta, GA March 2025 - Present
Senior Director, Marketing & Communications

- Serve as the school's chief marketing and communications officer and member of the leadership team, overseeing strategic direction, resources, and performance across all marketing functions to drive enrollment growth, elevate brand reputation, and advance institutional goals
- Directing a multi-year, six-figure rebranding initiative to revitalize the school's identity, launch a new website, and position the brand for sustained visibility and growth among targeted audiences
- Partnered with senior leadership and key stakeholders to formulate and launch the school's 8-year strategic plan, leading communications strategy to effectively share its vision and impact

Community Assistance Center • Sandy Springs, GA April 2022 - March 2025
Marketing & Communications Director (promoted from Senior Marketing & Communications Manager)

- Leading marketing team - direct report and volunteers - to tell CAC's compelling story to diverse groups of stakeholders through full-funnel, multi-channel marketing strategy, growing revenue by 37% in 2023
- Spearheading projects and events involving C-suite, Board members, department managers and other internal stakeholders, including strategic & tactical marketing, event management, and surveying; end-of-year campaign earned 17% more in 2023 than in 2022 and 2024 gala sold out within weeks
- Leveraging market insights to identify new audiences and partnership opportunities; built targeted, multi-pronged communications campaign that engaged 250 new donors
- Building marketing strategies to drive brand & program growth, enacting industry best practices to help neighbors in need; increased website traffic by 37%, referrals by 34%, and search appearances by 11% in 2023

Dunwoody Nature Center • Dunwoody, GA August 2021 - March 2022
Marketing and Office Manager

- Revamped marketing strategy for summer camp (which accounts for 35% of revenue), leading to a 95%

sellout in the first 24 hours of registration

- Refined and expanded social media strategy to produce ~325% growth in reach and 87% growth in engagement within first six months
- Doubled email open and click through rates (~20% to ~50% open rate, ~2% to ~4% click through rate); executed campaign target lapsing members, increasing renewal rates by 23% over the previous year
- Filled critical role in addition to marketing duties by singlehandedly conceptualizing and executing the end-of-year fundraising campaign (10% of yearly budget), exceeding the revenue goal by 20%

Marcus Jewish Community Center of Atlanta July 2018 - March 2020
Marketing Manager

- Developed 125+ campaigns a year for nine departments, resulting in year-over-year growth in cornerstone programs (30% increase in membership growth during sale 2018 v. 2019; 39% growth in after-school program registration 2017-2019)
- Led multi-departmental project biannually to produce a printed program guide detailing 100+ events with a reach of over 50,000 recipients
- Managed large-scale marketing projects involving several stockholders, vendors, and other marketing specialists, handling a budget of more than $100,000/year and exceeding set membership goals by 26%

OfficeZilla, LLC • Kennesaw, GA November 2015 - July 2018
Marketing Manager (promoted from Marketing Coordinator)

- Led marketing team to update website, execute marketing campaigns, and promote sales, with promo revenue spiking 23% over base sales
- Created yearly marketing campaign strategy, driving online retail growth by 12% from 2017 to 2018
- Presented industry trends and provided marketing support to 30 franchisees, helping franchisees increase sales by 38% on average from 2017 to 2018

Workout Anytime Franchising Systems January - November 2015
Marketing/Design Coordinator

- Established promotional procedures for opening new gyms, designing club graphics and producing pre-opening marketing campaigns that launched 18 out of 19 locations 'in the black'
- Established and ran a monthly promotional items program, increasing net revenue by up to $10k/month per club with no additional costs
- Provided C-suite support for franchise sales, creating the deck used to sell 50+ franchises, designing and helping write/edit the franchise handbook

EDUCATION

Masters Degree in Peace Studies and Conflict Resolution (incomplete), Kennesaw State University
2013 • Internship with the Georgia Secretary of State, Research Assistant to the Director of Global Engagement

Bachelor of Arts in International Studies, University of Central Florida
2010 • Double Minor in Spanish and Latin American Studies, member of Pi Sigma Alpha, member of Project: Darfur, 2-year internship with Florida Speaker of the House Dean Cannon, paid student consultant at UCF Writing Center

OTHER

Provisional Member, Junior League of Atlanta, 2025
Class of 2024, Leadership Perimeter, 2023-2024
Communications Board Chair, Backpack Buddies of Metro Atlanta, 2023-2024