

Lauren Davidson

MARKETING AND STRATEGIC COMMUNICATIONS LEADER

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Summary

Marketing and communications leader specializing in public sector, workforce, and mission-driven initiatives. I translate complex ideas into clear strategies that drive engagement, partnerships, and measurable growth. Experienced in leading cross-sector campaigns and initiatives from concept through execution at both local and national levels.

Skills & Abilities

- Strategic Marketing & Campaign Leadership
- Public Sector & Workforce Communications
- Executive Messaging & Thought Leadership
- Partnerships & Stakeholder Engagement
- Program Development & Execution
- Brand Strategy, Content & Digital Growth
- Data-Driven Marketing & CRM Strategy
- Team Leadership & Vendor Management

Experience

Shreveport Downtown Development Authority | *Communications & Special Projects Manager*

- Led marketing and communications strategy for a public sector economic development organization, aligning with municipal priorities and funding goals
- Built cross-sector partnerships to execute district-wide campaigns and community initiatives
- Led cross-functional teams, vendors, and contractors to deliver campaigns and events on time and at scale
- Expanded digital presence and engagement, strengthening brand visibility and partner alignment
- Developed and led thought leadership programming convening business, nonprofit, and government leaders
- Prepared executive and board-level briefings, reports, and strategic recommendations

Key Highlights:

- Co-developed “Show Me Your Badge” initiative to increase visitor foot traffic and downtown spending
- Created and led “Extend Your Day with the DDA” series, connecting cross-sector leaders around shared priorities
- Executed seasonal campaigns to increase downtown visibility and support small businesses

Project MFG | *Communication Manager*

- Managed communications and coordination for national workforce initiatives aligned with Department of Defense priorities
- Partnered with education and industry leaders to support workforce training and career pathway programs
- Led the launch of new products and channel strategies with targeted market positioning
- Managed vendors, agencies, and production teams to deliver campaigns and media projects
- Directed logistics and communications for multi-location events, overseeing onsite teams and external partners
- Served as liaison for national media and production partners for the Clash of Trades series

Key Highlights:

- Increased digital reach by ~300% and audience engagement by over 60%
- Contributed to doubling participation in workforce pipeline programs
- Helped build national brand recognition and attract sponsorship interest
- Supported a nationally recognized media series with industry awards and visibility

Davidson Media Company | *Owner and Consultant*

- Advised organizations on market positioning, communications strategy, and growth initiatives
- Developed branding, digital campaigns, and messaging frameworks aligned with organizational goals
- Led long-term engagements across public, nonprofit, and private sectors
- Supported program launches, stakeholder engagement, and community-based marketing efforts
- Managed content development, campaigns, and partner outreach to increase visibility and credibility

Achievements

- IDA Top Issues Council 2026
- Featured in industry publications such as FF Journal and IMTS
- Award-winning, "Clash of Trades" series, Webby Honoree and Viddy Platinum awards

Leadership & Advisory Roles

- Promotions Chair, Young Women's Service Club
- Board Member, Minden Main Street

Tools

HubSpot, Google Analytics, Mailchimp, Meta Ads Manager, WordPress, Canva, Adobe Creative Suite, Asana, Slack, Microsoft Excel, Google Workspace