

LANEY TURNER

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SUMMARY

Strategic digital marketing specialist and content strategist with a proven track record of translating audience insights into data-informed campaigns across digital platforms. A goal-oriented leader dedicated to high-energy execution and human-first digital storytelling in fast-paced agency and brand environments.

WORK EXPERIENCE

Social Media & Visual Content Manager, KC Media Team Summer 2025 - Present

- Managed multi-brand social media strategies, content calendars, and comprehensive performance analysis for an agency portfolio spanning home-service, catering, and lifestyle industries.
- Leveraged viral property-marketing frameworks (the 'Zillow Gone Wild' effect) for design and custom build clients, driving an 8x increase in digital listing views and converting passive scrollers into high-intent inbound inquiries.
- Produce photography, video, and branded social content optimized for storytelling and platform performance
- Use AI tools, SEO, and platform analytics to refine messaging, test performance, and guide campaign optimization

Legal Marketing & Communications Intern, Monsees & Mayer Summer 2025

- Wrote and SEO-optimized 10+ legal blog posts using Google Trends and Ahrefs, successfully boosting organic website traffic by 28%.
- Created high-impact branded content across Instagram, Facebook, and LinkedIn, driving a 43% increase in cross-platform social engagement.
- Designed and executed a targeted referral email campaign, contributing to a 5% increase in high-intent inbound case inquiries.

Advertising Intern, J. Russell Communities May 2021 - Jan 2023

- Designed community-focused digital advertisements, local campaigns, and billboards using Canva, Photoshop, and Lightroom.

KEY PROJECT

"Holding Them Accountable" Geofencing Campaign, Monsees & Mayer

- Designed/deployed a geo-targeted digital ad campaign focused on high-intent legal searches in Kansas City
- Built responsive, campaign-specific landing pages in WordPress for a seamless user experience
- Aligned messaging across ads, landing pages, and calls to action to ensure full-funnel consistency and conversion

EDUCATION

University of Kansas – B.S. in Digital Marketing Communications, Advertising and Public Relations

- Valedictorian of concentration, top 3%, 4.0 GPA, Kappa Tau Alpha Honors Society
- **Applied Leadership:** Campaigns Capstone Account Executive, Vice President of Academic Excellence, Vice President of Internal Operations, Standards Council, Panhellenic Recruitment Counselor (2 years)
- Scholarships: Chancellor's, Alan D. Hagman, Sigma Kappa, Elin J. Stene/Xi, Roger N. Woolrige.

TOOLKIT

Wordpress Adobe Creative Cloud Canva Mailchimp HTML/CSS Meta Ads Manager