

LAUREN KERANAKIS

CONTACT



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RenewedEagle.com



North Carolina

SKILLS

- Digital Marketing & SEO
- LibGuides
- CMS and LMS
- Writing and Editing
- AP Style & APA Style
- Microsoft Office & Teams
- Adobe Creative Suite & Canva
- Metadata Integrity
- Data Literacy
- UX/UI
- Tableau
- Slack, Notion, Zoom
- EBSCO Discovery Service
- MARC & OPAC
- LCSH & RDA
- WordPress
- Wix/Squarespace
- Website Design/Management
- Project Management
- CPR/First Aid
- Wilderness Medicine

EDUCATION

East Carolina University

2010-2013

B.S. Journalism

Magna Cum Laude

Old Dominion University

2024-2025

Master of Library and Information
Studies (MLIS)

Wilderness First Responder

2022, 2025

SOLO Southeast

PROFILE

Strategic digital professional with a unique blend of library science, marketing, and website design experience. I help libraries, nonprofits, and small businesses organize and elevate their digital presence by delivering clean, accessible websites, streamlined metadata and data systems, and engaging content-driven marketing campaigns. With a background in library information management and a strong command of web design and branding, I specialize in crafting user-friendly experiences, improving data integrity and discoverability, and building community-oriented communication strategies. Passionate about clarity, efficiency, and storytelling through every digital channel.

WORK EXPERIENCE

Intern

EveryLibrary

Summer 2025

- Maintained and updated book ban database by acquiring, cleaning, and organizing metadata from primary and secondary sources.
- Collaborated with team members to implement data collection systems and improve data analysis processes.
- Designed compelling and engaging graphics for social media platforms to raise awareness of library funding initiatives and advocacy campaigns.
- Wrote educational articles on library studies, policy issues, and current library news for newsletters and online publications, incorporating persuasive calls to action to encourage donations and petition signatures.

Antiquarian

Self-Employed

2020-Present

- Sources, acquires, and curates a diverse inventory of high-quality antique and vintage items.
- Manages all aspects of business operations, including inventory management, pricing, marketing, sales transactions, financial record-keeping, and customer service.
- Utilizes various marketing channels such as social media, online marketplaces, and local events to promote the business and attract customers.

Licensed Practical Nurse

United States Army

2017-2020

- Implemented effective patient care plans under the supervision of registered nurses and physicians, resulting in improved patient outcomes and satisfaction.
- Administered medications and treatments with a high degree of accuracy, maintaining patient safety and adherence to medical protocols.
- Provided compassionate and empathetic bedside care to patients, fostering a supportive and comforting environment for individuals and their families.
- Served as the Non-Commissioned Officer in Charge for the Education Department in the Burn Center at the Institute of Surgical Research.

Digital Media Specialist

Sheppard Memorial Library

2012-2017

- Developed and implemented digital marketing campaigns to promote events, programs, and services across a five-branch library system.
- Managed the library's website using LibGuides CMS and created engaging content to enhance online presence.
- Oversaw social media channels, boosting brand visibility and increasing community engagement.
- Designed and produced marketing materials, including the quarterly newsletter, and supported coordination of bi-annual book sales.
- Taught digital literacy classes to diverse adult learners while simultaneously providing research support and tech assistance at the reference desk.
- Earned two promotions: from Page to Desk Assistant (July 2013) and from Digital Media Intern to Digital Media Specialist (Dec. 2013).