

LAUREN KERANAKIS

CONTACT

📞 919-482-0194

✉️ lkeranakis@gmail.com

🌐 RenewedEagle.com

📍 Remote • VA / NC / TN

SKILLS

- Digital Marketing & SEO
- LibGuides
- CMS and LMS
- Writing and Editing
- AP Style & APA Style
- Microsoft Office Suite
- 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

SOLO Southeast

Certified Personal Trainer

NASM

WORK EXPERIENCE

Digital Strategist / Graphic Designer

Self-Employed

Sept 2025–Present

- Provide digital strategy, website design, and visual branding for small businesses, nonprofits, and mission-driven organizations.
- Design accessible websites in Wix, WordPress, and Squarespace, focused on usability and clarity.
- Create marketing assets including graphics, newsletters, blog content, and SEO-optimized copy.
- Consult on metadata organization, content structure, and digital workflows to improve discoverability and efficiency.

Intern

EveryLibrary

Summer 2025

- Maintained and updated book ban database by acquiring, cleaning, and organizing metadata records.
- 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

2020-2025

- 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

- Delivered high-acuity patient care with precision and strict adherence to safety protocols in fast-paced clinical environments
- Served as Non-Commissioned Officer in Charge of the Education Department, coordinating training, documentation, and operational workflows

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).