

The Community Manager's Playbook: How To Build Brand Awareness And Customer Engagement By Lauren Perkins

By Lauren Perkins

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In The Community Manager's Playbook, digital evangelist and brand marketer Lauren Perkins provides community managers and business leaders alike with the first guide

Lauren is an online marketing account manager and publications manager at aimClear. Hailing from the east coast, she traveled to the Northern Midwest in 2009 to

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Rothenberg Ventures Luminary Series Lauren Perkins is a Brand Marketer, Community Builder, and Author of The Community Manager s Playbook: How to Build Brand

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