

## PETEY'S LOCAL BUSINESS HIGHLIGHT:

# WISE TO BE SOCIAL LAUREN WISE

Woman-Owned Digital Marketing Business

Back in 2007, Lauren Wise made the decision to reinvent her future by becoming an entrepreneur. With her multifaceted technical background and a degree in Executive Secretarial, she knew there must be something she could do on a 'work-from-home' basis.

At the same time, her beloved Labrador was extremely ill. Searching Craigslist she stumbled on an ad that read: "Do you love animals? Are you familiar with My Space, Facebook and other social media sites? Handicapped Pets is looking for someone who can manage our online accounts from their home." And just like that Lauren was hired and quickly became the "go to" girl for many businesses to help boost their online presence.

She runs her business from home in beautiful NH which allows her to take breaks in her garden and dabble in online sales of all things vintage in her spare time.



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