

LAUREN SOUTIERE WEISENTHAL

(617) 416 - 0839

lsoutiere@gmail.com

EXPERIENCE

Etsy Inc. - Brooklyn, NY

September 2013 - September 2015

Senior Program Manager, Seller Education

- Introduced CRM strategy for customer retention and developed targeted email marketing education for customer retention and increased revenues
- Designed, created, and implemented *Craft Entrepreneurship*, a 14-hour, classroom-based curriculum designed to acquire and empower maker entrepreneurs in under-resourced communities
- Created and implemented targeted email courses that increased seller retention and revenue

International Culinary Center - New York, NY

August 2011 - August 2013

Director of Career Services & Alumni Affairs

- Developed programming and managed a team of career training and entrepreneurial advisors
- Planned, promoted, and executed programs that deepened alumni engagement with the school: social gatherings, panel discussions, webinars, professional career development classes and networking events for recruiting, student, and alumni enrichment
- Created new channels to engage alumni and grow pool of referral candidates including monthly newsletters, social media groups, and alumni referral programs

Wireless Generation - Brooklyn, NY

August 2008 - July 2009

Senior Marketing Manager, Literacy and Math Assessment Products

- Created marketing tools and training seminars for sales teams, managed production of websites, email campaigns, print materials, guides for teachers, events, demos, and SEO/SEM search campaigns
- Planned, executed, and hosted training sessions, presentations, and trade show sessions
- Oversaw writers, designers, developers, and vendors to ensure project expectations were clear and that ever-changing deadlines were met
- Created the campaign for the launch of Burst:Reading literacy intervention software

Kaplan K12 Learning Services - New York, NY

July 2007 - September 2008

Marketing Manager, K-12 Literacy and Math Products

- Created marketing campaigns and training materials for Literacy and Math programs for the New York City Public Schools
- Oversaw writers, designers, developers, and vendors to ensure project expectations were clear and that deadlines were met

- Was responsible for seamless transfer of a 12 person team from antiquated CRM systems to Salesforce.com

eChalk - New York, NY
Implementation/Marketing Manager - TX

June 2005 - June 2007

- Ensured smooth rollout of an online classroom software application for large school districts in Texas
- Created sites, conducted train-the-trainer sessions, and provided support for teacher/parent/student trainings

Teach For America - Bronx, NY
Teacher at Intermediate School 184, 6th Grade

June 2003 - June 2005

- Worked tirelessly to empower students to make significant gains in the areas of Literacy, Math, Social Studies, and Science

EDUCATION

Fordham University - New York, NY
 2003 - 2005
MS, Teaching

Boston University - Boston, MA
 1998 - 2002
BA, Political Science

SOFTWARE & APPLICATIONS

day-to-day: Google suite, Microsoft Office Suite and Project, Dropbox, Basecamp

content tools: Keynote/iMovie, Final Cut Pro, Screenflow, Adobe Photoshop, Lightroom

e-learning tools software: Moodle, Blackboard, eChalk

webinar applications: GoToMeeting, WebEx

marketing: Google AdWords, Twitter/Facebook/Google+/Tumblr/Instagram, Many CMS platforms , Salesforce.com , Eloqua, Wordpress

Comfortable on Macs and PCs

AFFILIATIONS

- eLearning Guild, Member
- Teach for America Alumni, Corps Recruiter
- Hudson River Community Sailing