



LAUREN STEINBERG

MARKETING MANAGER

PERSONAL PROFILE

I'm a strategic leader; managing campaigns, user flows and communications to grow a strong brand, keep customers engaged and give them a reason to always come back.

AREAS OF EXPERTISE

- Braze Customer Engagement Platform
- Fluent in data-driven marketing, data analysis
- Analytics tools: Looker, Amplitude
- Design tools: Adobe, Figma, Overflow
- Languages: Native English, fluent Spanish
- Background in creative communications
- Success in start-up environment, "wearing many hats"
- Maturity in complex workplace environments, aligning across various stakeholders and objectives
- Fast-paced, flexible and autonomous

CONTACT INFO

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WORK EXPERIENCE

CRM MANAGER

Lingokids | March 2020 - present

- Strategic and operational lead on all customer journeys via email and push notification (acquisition, engagement, retention, winback) based on OKR and KPI objectives
- Guides priorities based on insights, runs experiments, analyzes user insights
- Works with product teams to identify launch moments, works with creative teams to develop creative communications
- Manages external content creators: designers, copywriters, translators, agencies

CRM SPECIALIST

Lingokids | November 2018 - March 2020

- Developed and managed newsletter program and user flows for monetization, implementing emails and push notifications, tracking results
- Analyzed user behavior and optimized segmentation
- Briefed and aligned with design team, managed promotions alongside growth team

INTERNATIONAL COMMUNICATIONS MANAGER

LaLiga | October 2017 - August 2018

- Lead of North America communications plan, media management, public relations calendar, event execution
- Managed content creation teams and PR agencies
- Worked to align creative communications alongside social media, digital media and advertising teams

COMMUNICATIONS SPECIALIST

NIKE | January 2016 - August 2017

- Supported North America communications team in soccer category, managing PR strategy and media relations
- Worked alongside marketing agencies to stage events and photoshoots, traveled to support on-site interviews, photoshoots with athletes, major PR events and product launches
- Managed product gifting to athletes and media, collaborating with creative teams on gifting strategy and creative gift boxes

ACADEMIC HISTORY

UNIVERSITY OF MASSACHUSETTS

Bachelor of Arts | 2010 - 2014

Bachelor of Arts, Communications
GPA: 3.8, Magna Cum Laude
Minors: Spanish, Modern European Studies
Certificate: Interpretation