

Lauren Weinstein

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EXPERIENCE

ProjectLauren, Los Angeles **Marketing Consultant**

2016 - Present

- Projects include brand and website redesign, interactive kiosk and content management
- Clients included
 - St. John's Health Center (hired as consultant after geographical move)
 - Kidlandia: Website redesign & CMS tools
 - DERMA-E: Online Marketing & Analytics
 - LaLuna Salt Product Development & Marketing

Teleflora, Los Angeles **Senior Manager, Online Marketing**

February 2012-November 2015

- Responsible for a wide range of e-commerce activities including email marketing (8+MM) in annual sales, affiliate (5+MM), flash sales (2+MM), customer experience, and merchandising. Includes daily KPI reporting, A/B testing, synthesizing data and providing actionable insights and ideas for optimization
- Familiarity with all online marketing channels including SEM, SEO, PLA's and direct mail
- Expert level knowledge of email marketing including implementation of Silverpop and Bluecore automated/trigger emails and management of a database of 6 million users
- Loyalty/retention analysis including LTV and RFM segmentation
- Grew affiliate revenue by 30% with a 17% increase to budgeted ROI
- Formerly involved with social media strategy including implementation of social listening tool Radian6
- Launched SKU rationalization resulting from product level profitability analysis and developed new KPI's for merchandising program.
- Familiarity with attribution based marketing with intermediate database knowledge including SQL and working knowledge of Google Analytics, Omniture and WebTrends
- Spearhead the implementation and development of customer experience measurement survey for Teleflora.com
- Managed 2 direct reports

CORE STRENGTHS

Marketing, Advertising & Sales Strategy

New Business Development

Partnership Management

Tracking, Reporting & Analytics

Budget Management & Cost Control

Industry & Competitive Analysis

AWARDS

Best New Marketing Program
HPRMA Golden Advocate Award

Best Online Communications
Website HPRMA Golden Advocate Award

St. John's Health Center, Los Angeles

Online Manager

February 2009-November 2011

- Managed portfolio of 10 websites for large, nationally recognized healthcare system
- Hired and managed developers, copywriters, designers, 3D animators, and content editors to support multiple internal project demands
- Gathered requirements from key stakeholders, often well-renowned physicians
- Prioritized project requirements, defined roadmaps, and provided status reports
- Promoted within first 6 months, and later hired as an independent consultant during geographical move

HLM Apparel, Commerce

Marketing Manager

March 2006-January 2009

- Supervised web operations and online marketing for SizeAppeal.com
- Managed internal customer service team, external vendors/teams including: developer, designer, SEM/SEO specialist, data entry
- Implemented new affiliate and email programs through Linkshare
- Set up merchant seller programs with Amazon, AAFES, Nextag, PriceGrabber, and Shopzilla
- Executed SEO link building strategies to improve organic rankings.
- Managed relationships with buyers at off-price, department, specialty chain, and boutique stores
- Led creation of all seasonal marketing collateral and look books

Nataya Inc, Los Angeles CA

Account Executive

June 2003-February 2006

- Corporate sales rep for women's apparel manufacturer through extensive roadwork
- Top performer, consistently exceeding monthly sales goals
- Grew retailer account list from 10 to over 150 specialty stores
- Attended and managed booths at regional and national trade shows
- Collaborated with design team each season on color, silhouette, and fabric trends

EDUCATION

American Intercontinental University

BA Fashion Marketing