

LAURA GRUBERG

Collaborative, customer-focused, curious
Takes initiative and pivots seamlessly between projects

917-656-8292
LGruberg11@gmail.com
180 Union Street #4L
Brooklyn NY 11231

PROFESSIONAL EXPERIENCE

MARKETING OPERATIONS COORDINATOR - HBO / New York, NY Jan 2020 – Nov 2021

- Processed, catalogued and published promotional assets (trailers, recaps, behind-the-scenes), social media pieces, and key art for titles like "Insecure" to B2B promo distribution platform.
- Worked cross-functionally with Creative Services and Program Marketing, as well as outside agencies.
- Onboarded 500+ users to the distribution platform from dozens of partner channels (e.g. SKY UK).

PROGRAM ASSOCIATE - Inspirica Tutoring / New York, NY Oct 2017 – June 2019

- Managed daily operations for hundreds of active programs across three offices (NY, Boston, Philadelphia) as well as international clients. Assisted CEO with every intake, including VIP families and business partners.
- Created digital marketing materials such as a customer sales journey and social media marketing plan.
- Wrote and published content for multiple social media channels, managed responses and tracked KPIs.

TEMPORARY ADMINISTRATOR - Atrium Staffing / New York, NY Dec 2016 – Oct 2017

- Served on multiple teams at companies including ClassPass (fitness app valued at \$1B), Cancer Research Institute, BounceX (behavioral marketing SaaS with \$100M annual revenue), and Weber Shandwick PR.
- At Weber Shandwick, assisted with OOH brand activations and user-generated content campaigns for Nabisco.

CATERING SALES MANAGER - A.G. Ferrari / San Francisco, CA Dec 2014 – June 2016

- Managed \$10,000 average weekly sales, for events with up to 750 guests; worked across multiple departments on each order (retail stores, commissary kitchen, delivery, warehouse, and accounting).
- Assisted in the creation and execution of marketing campaigns to deepen brand identity, specifically email outreach and social media calendar. Targeted strategic segments like UC Berkeley and Kaiser Permanente.
- Knowledgeable brand ambassador in all customer touchpoints (e-commerce, catering, retail and wholesale).

COMMUNICATIONS INTERN - New York Public Library / New York, NY Oct 2012 – Feb 2013

- At The Schomburg Center for Research in Black Culture, wrote a years' worth of evergreen social media content using hashtag *#todayinblackhistory*, and conducted original interviews with authors and faculty.
- Managed, scheduled and published content using Hootsuite; managed responses and tracked KPIs.

EDUCATION

CITY UNIVERSITY OF NEW YORK, CITY COLLEGE JUNE 2023

- Master's in Branding and Integrated Communications, MANAGEMENT/BRAND STRATEGY track
- Program begins fall 2022 (Full-time, evening classes)

NEW YORK UNIVERSITY SCHOOL OF PROFESSIONAL STUDIES DECEMBER 2017

- Advanced Diploma, Digital Marketing
- Content, Analytics, Strategy, Mobile

WELLESLEY COLLEGE JUNE 2011

- Bachelor of Arts, Major in Sociology and Minor in Africana Studies
- National Sociology Honor Society

SKILLS

Marketing - Content creation and strategy, integrated media campaigns, target segmentation, SEM & SEO

Software - CRM (Salesforce, Airtable, Raiser's Edge), Project Management (Jira, Monday.com, Trello, Pipedrive, Google Analytics and AdWords), General (Google and Microsoft Office suites, Mailchimp, Constant Contact, Genially)

Additional - Adept in DEI aims and principles, experienced in teaching ESL, conversant in Italian