

Lauren Mirsky

Work Experience

SUCCESS ACADEMY CHARTER SCHOOLS • Network of Public Charter Schools

New York, NY • 2011 – 2012

Associate Director of Marketing

Lead strategic marketing and branding initiatives, including management of internal marketing team and external partners; develop student recruitment marketing strategies and execute marketing campaign for all schools

- Launched new brand strategy and visual identity for the entire organization, including development of brand style guide, creation of templates and facilitation of in-house training sessions
- Spearheaded \$1.5M student recruitment campaign for 2012/2013 school year for 9 schools with more than 20% cost reduction per application from prior year and 40% increase in applications received
 - Wrote creative brief for new advertising agency to ensure strategic alignment with brand and campaign goals
 - Developed communications plan with advertising agency to reach prospective parents throughout the application process, encompassing both traditional and social media
 - Served as point-person to ensure that Enrollment, External Affairs, Technology and Legal teams provided needed inputs and were aligned throughout campaign planning and execution
 - Determined solution for tracking marketing effectiveness and collaborated with web developers to implement plan
- Serve as in-house graphic designer to develop school-based materials, including sports team logos, wayfinding signage and branded banners; saved organization over \$25K in freelance design fees

PROPHET • Marketing and Brand Strategy Consulting Firm

New York, NY • 2006 – 2011

Engagement Manager

Led cross-functional teams to successfully deliver brand strategy and innovation projects ranging from \$300K to \$1M in revenues, including development of project approaches and timelines; collaborated with a team of consultants, statisticians and graphic designers to deliver end-to-end solutions for clients

Content Area Experience

Brand Strategy: Developed relevant and differentiated brand and marketing strategies

- Developed brand positioning and targeted messaging strategies for major corporations, including GE, Johnson & Johnson Pharmaceuticals and Evergreen Asset Management
- Determined current-state and developed ideal-state customer experience, including implementation plans

Innovation: Led ideation, growth strategy and strategic transformation projects

- Created exercises and identified inspiration sources to encourage clients to think differently about their business issues
- Facilitated multiday workshops for multiple client teams ranging from 10 to 100 participants

Market Research: Managed and executed extensive qualitative and quantitative market research

- Developed wide range of questionnaires and survey instruments; research encompassed brand equity, customer behavior and customer segmentation
- Synthesized analysis to determine critical insights needed for strategy development

BAIN & COMPANY • Strategy and Management Consulting Firm

Boston, MA • 2003 – 2006

Senior Associate Consultant

Collaborated with 4–6 person case teams to deliver strategic recommendations to clients on issues such as product expansion opportunities, post-merger integration solutions and decision-making strategies

- Gathered and synthesized data (both primary and secondary) to help formulate strategies
- Developed and delivered presentations to clients during case experiences
- Interacted with key clients to facilitate data gathering and strategy development

Education

BROWN UNIVERSITY

Providence, RI • 1999 – 2003

- Bachelor of Arts with Honors, Public and Private Sector Organizations, GPA: 3.9
- *Honors Thesis:* “We Don’t Sell a Product, We Are a Product: A Study of Women’s Perceptions of Advancement in the Advertising Industry”
- *Academic Distinctions:* Magna Cum Laude, Phi Beta Kappa

Community

PROJECT MORRY • Education & Youth Development Non-Profit

White Plains, NY • 2008 -Present

Young Professionals' Board Member

- Lead development and marketing for annual fundraising event that raises over \$10,000 each year
- Developed and taught jewelry making workshops to campers during off-site summer residential program

REACH OUT AND READ • Early Literacy Non-Profit

Boston, MA • 2009 -2010

Pro Bono Brand Consultant

- Developed new brand strategy and messaging based on needs and attitudes of various constituents uncovered through quantitative and qualitative research effort
- Increased relevance among constituents and broadened donor base

Personal Interests

- Graphic design • <http://www.behance.com/laurenmirsky>
 - Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
 - Pursuing Graphic and Digital Design Certificate at Parsons The New School for Design
- Photography and jewelry design • <http://lauren.mirsky.net>
- Flying trapeze and trampoline student at Trapeze School New York