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| LAUREN ANN NEPOMUCENO | |
| |  | | --- | | OBJECTIVE | | To gain hands-on experience in business marketing, management, operations, and development in the technology industry. | | |
| |  |  | | --- | --- | | EDUCATION |  | | College of the Holy Cross, Worcester, MA  Political Science, Economics, Pre-business  Bachelor of Arts | 2014 GPA: 3.67 | | |  | | --- | | PROFICIENCY | | * Office Suite and Google Software * CRM/Data Analysis- Regex, SQL, RJ Metrics, Microsoft Access & Excel, Salesforce STATA * Social Media/ Marketing- Hootsuite, Sprout Social Google Analytics, Klout, Wix, Weebly, Word Press, Adobe Photoshop * Campaigning / Fundraising / Canvassing Fundly, Mailchimp, Eventbrite, Weebly, Doubledutch, Batchgeo, Google MyMaps * Other- Customer service & feedback: Zendesk, Survey Monkey, Wuffoo | |

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| EXPERIENCE |  |
| ICF Olson *Business Systems Data Analyst*   * Write user stories and record business requirements for proper development and implementation * Data modeled and designed inside sales case studies for a product data software client * In Progress with writing and sharing basic data model and taxonomy materials to share internally with the ecommerce team.   Codifyd Inc. *Junior Data Analyst/Vendor Relations Coordinator*   * QA analysis of the data to ensure that the values are clean and accurate while abiding to the client’s preference by remaining style-guide compliant. * Ran programmatic checks and innovated customized checks for client-specific technical requirements of their current database or PIMPs. * As a Vendor Relations Coordinator, I reported back to the client to exhibit progress reporting.   SpotHero Inc. *Account Analyst Intern*   * Analyzed competitive pricing, revenue, projected revenue, ROI, and Spot Health using backend reporting, RJ Metrics, and Excel. * Built Event Partnership Management (EPM) System, to log, optimize, and manage the Supply and Marketing team process of closing partnerships (i.e. Capital Pride Parade) and launching campaigns (email blasts, flyers, advertisements). * Improved supply quality and customer service by analyzing customer review reports, collaborating with operators, and offering creative solutions to problems with customize backend adjustments or price rates.   FLIRT Communications *Digital Marketing Intern*   * Voiced and generated content marketing material for FLIRT’s blog and social media outlets * SEO analyzed FLIRT’s website, blog, and social media using Google Adwords, Klout, and Hootsuite * Researched and created reports on competition, clients, prospects, and digital/campaign trends * Mobile app QA testing with our friends at *doubledutch* and event mobile app reporting (surveys/engagements) * Event research for venues, marketing customization, and digital engagement trends and opportunities | January 2017-Present  February 2015  -May 2015  Aug 2014  – January 2015 |
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| Pritzker Group *Venture Summit Associate*   * Network with investors, startups, and industry leaders in the tech community including World Business Chicago, William Blair, Paypal, Groupon, Cisco, and UBER to participate in the Chicago Venture Summit * Create content and reach out to contacts for email marketing, event invitations, and gathering metrics * Qualify applicants, extend invitations, profile attendees, and design programs for the summit | Aug 2014  – Oct 2014 |
| Cass Information Systems *Client Relations Associate*   * Assisted managers with data management, marketing, and managed relations with clients and prospects * Calculated and analyzed finances; sold product and collaborated with RSMs | Summer 2013  – Winter 2013 |