

Lauren Petrullo

MY PROFESSIONAL STORY

MARKETING MANAGER | *Pearson* | 2016 - present

Marketing Manager for the online graduate degree programs with the University of Florida, Pepperdine, University of San Francisco, and Vermont Law School; project and relationship manager to internal and external partners; build and execute marketing strategy and content (original text, images, video, or HTML) for email, referral, social media, creative, outreach, & print through competitive research, benchmarking, messaging, and audience identification; develop budget forecasting, lead generation, infographics, landing pages, webinars, competitive set, and assist with SEO optimization, internet ads, portals, and more.



INNOVATION PRODUCER | *The Walt Disney Co.* | 2014- 2015

Produced and assisted strategic innovation projects for Disney teams as 'creative ideation consultants' and 'cultural change agents' to design engaging, collaborative forums that capture unlikely connections and produce new ideas; Worked with key leaders across Theme Parks and Resorts Marketing on high-priority, multi-million dollar projects; Facilitated sessions with Disney's Innovation Toy Box and other lateral thinking tools, to help partners digest consumer insights and to break down current business challenges; Managed all production logistics for domestic and international projects including coordination of budgets, vendors, travel, and expenses; Managed back end of internal creative site.

MARKETING & EVENT PLANNER | *Il Cielo* | 2012 - 2014

Increased bookings by directing marketing initiatives including: sales for LA-area hotels and bridal conventions, social media marketing for Yelp and Facebook, media and film advertising for Bravo's Housewives franchise; Managed Public Relations for celebrity, royal, and Il Cielo dignitary guests; Managed 10 – 150 attendees celebrations; Successfully executed and publicized private events by partnering with third party vendors; Managed local business relationships for various resource exchanges.

EDUCATION

Bachelor of Science in Business Administration, Business Law
California State University, Northridge

Current Student - Master of Business Administration, Innovation
Philadelphia University

Skills

Microsoft Office Suite (Excel Expert), S.E.O. WordPress, Basecamp, Google AdWords, Google Analytics, Sprinklr, Adobe Photoshop, Adobe Acrobat, Salesforce, Hootsuite, ACE, Idea Invention, Customer Service, S.E.M, Networking.



**Special
Olympics**