

LAUREN PETRULLO

DIGITAL STRATEGIST

CONTACT

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SOCIAL



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LaurenPetrullo

EDUCATION

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

Current Student - Master of
Business Administration,
Innovation
Philadelphia University

EXPERTISE

Marketing Strategy

Marketing Analytics

Hospitality Marketing

Lead Acquisition &
Monetization

SPARKNOTES EDITION

Digital Strategist with an expressive personality, entrepreneurial spirit, and an analytically inclined marketing mind. I have done sales and marketing in the hospitality industry for over 10 years with experiences ranging from timeshare, hotels, cruises, restaurants, events, and more. I am a forever learner who discovers and early adopts the latest software and technology, seeks out collaborators, is obsessed with conversion and immersive storytelling, and is an organized project manager specializing in execution. If you're looking for a passionate, driven, highly-motivated creative problem solver with an insatiable curiosity - I'm your sales marketing strategist!

WORK EXPERIENCE

DIRECTOR, CLIENT STRATEGY

Seychelle Media | 2017 - Present

- Outlined digital marketing strategy and execution calendars for our agency clients by innovating their current efforts and creating new avenues for lead generation and conversion;
- Operated as the lead point of contact for all clients and vendors;
- Conducted brainstorming and client strategy sessions in order to develop a deep understanding of client's business environment and to determine new ways of elevate their marketing initiatives;
- Collaborated with internal team members to define marketing KPIs, business objectives, and opportunities for campaign optimization;
- Provided in-depth reporting on emerging behaviors, technologies and opportunities based on our services;
- Defined audience segmentation based on full-funnel strategy.

FAST FACT: Managed 30+ accounts with over 1.5M annual ad spend with ROAS of 10:1

MARKETING MANAGER

Pearson | 2016 - 2017

- Managed all marketing efforts for a variety of online graduate degree programs, including those for the University of Florida, Pepperdine University, Vermont Law School and the University of San Francisco;
- Outlined and executed digital strategies through marketing campaigns on email, affiliate, social media and print platforms;
- Improved lead generation and down-funnel conversion through competitive research, benchmarking, creative messaging and audience identification;
- Collaborated with internal and external partners to develop high-performing conversion tools, such as infographics, landing pages, webinars, internet ads and more;
- Developed strategic communication plans to reach and influence prospective students based on disposition and funnel progression.

FAST FACT: Negotiated a 60% reduction (\$200k) in agency fees for special project, Context.

CERTIFICATIONS



SOFTWARE

Project Management: Wrike, Zoho, Asana, Slack, JIRA, Basecamp, Smartsheet, Laurus, A.C.E., and Gantt Charts.

Marketing and Sales: Facebook Business Manager, AdWords, MailChimp, HubSpot, Salesforce, Campaign Monitor, ExactTarget, LinkedIn Campaign Manager, Canva, Buffer, WordPress, and Hootsuite.

Reporting: Report Garden, Syfe Dashboards, Marin, Swydo, and Google Analytics.

INTERESTS



LANGUAGES

- English - Native
- Italian - Conversationalist
- French - Music Connoisseur

WORK EXPERIENCE CONTINUED

INNOVATION PRODUCER - CREATIVE INC.

The Walt Disney Co. | 2015

- Supported various invention projects and workshops for the Creative Inc. team
- Coordinated logistics and budgets to ensure needs were met across all running projects;
- Hosted creative couch — a monthly session of new ideas and marketing campaigns
- Worked along key project stakeholders to help partners digest consumer insights and break down business challenges;
- Projects and/or teams worked on include, but are not limited to: DVC, DCL, FY 16/17, Niche Resort Products, Food and Wine, Grandparents, Preschoolers, Digital Marketing, Real Time Magic - Social Media Blitz, 24 hour event at WDW, Promotions, Vibe Chats, The Vibe, Corporate Alliance, Mickey's Not So Scary, DCL leadership symposium, Social Media Moms, Yellow Shoes, ABC News in NY, Disney Italy, Disneyland Paris, Disney offices in Amsterdam and Munich, Strategy, Relationship Marketing, Resort Fest, Corporate Citizenship, & WDI.

FAST FACT: Supported the Empowering Girls campaign with Leslie Ferraro in California.

FACILITATION ASSISTANT -DISNEY INSTITUTE

The Walt Disney Company | 2014 - 2015

- Designed and facilitated custom team building events for Disney Institute clients;
- Worked among all departments to provide insight and recommendations from data mining and client research;
- Ran public and private tours of Backstage Magic, a tour that ventures behind the scenes of all four Walt Disney parks, and seasonal tours, including Yuletide and D'lights;
- Managed internal communications and training required for facilitating Backstage Magic tours.

MARKETING AND EVENTS

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;
- Public Relations for celebrity, royal, and Il Cielo dignitary guests;
- Managed 10 - 150 attendees celebrations;
- Managed local business relationships for various resource exchanges.

REFERENCES

Lee Kitchen
FMR. The Walt Disney Co.
(863) 438 - 1515
Creative inc. Manager

Cara Tompot
Launch That
(863) 438 - 1515
Disney Institute Colleague

Gloria Price
Cunard Cruises
(954) 668 - 5538
Seychelle Client

Les Williams
Starpoint Resort Group
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Seychelle Client