

LAUREN KISER

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EXPERIENCE

SPRINKLR

*Senior Manager, Advertising
May 2016 – Present*

Serve as a strategic advisor to internal and external teams on applying Sprinklr's technology to deliver the most effective and efficient social advertising campaigns.

OSU JAMES CANCER HOSPITAL

*Social Media Manager
August 2013 – October 2014*

Managed social media strategy and execution to support internal and external marketing efforts via ongoing community management, content creation and campaign development.

SIMMONS BEDDING COMPANY

*Social Media Manager
August 2015 – May 2016*

Managed the Beautyrest brand's social media and digital marketing strategies – working closely with internal, agency, and vendor partners – to achieve overarching brand objectives.

FATHOM ONLINE MARKETING

*Digital Content Strategist
March 2012 – August 2013*

Developed and implemented comprehensive digital media strategies in highly regulated vertical markets in coordination with a multidisciplinary digital marketing team.

RESOURCE/AMMIRATI

*Social Media Manager
October 2014 – April 2015*

Oversaw social strategy and community management for retail clients while working closely with internal teams on campaign development and execution.

BRUNER CORPORATION

*Digital Marketing Specialist
June 2011 – March 2012*

Established digital and social media strategies to improve lead generation and support the sales organization.

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Master of Business Administration
Social Media Marketing

THE OHIO STATE UNIVERSITY

Bachelor of Arts
Writing and New Media

AREAS OF EXPERTISE

Marketing & Communications Strategies; Traditional & Digital Advertising; Social Media Management; Print & Digital Copywriting; Web Design, Development & Maintenance; Project Management; Print & Digital Graphic Design; Event Planning & Execution; Email Marketing

SOFTWARE EXPERIENCE

Microsoft Office, Adobe Creative Suite, Hootsuite, TweetDeck, SproutSocial, Sprinklr, Sysomos, Radian6, Brandwatch, Traackr, Shortstack, WooBox, Tongal, Outbrain, FameBit, Visually, Wordpress, Kentico, SiteCore, Wagtail, Sharepoint, Basecamp, Workfront, Tongal, Trello, Wrike, InVision, BrightEdge, Google Analytics, MailChimp, Constant Contact, Salesforce