

Lara Fromherz

Passionate about collaborating with marketing and cross-functional teams to strategize, implement, and optimize campaigns and move projects forward. Use interpersonal, analytical and project management skills to understand needs, strategize plans, collaborate to meet and exceed shared goals.

EXPERIENCE

Sr. Digital Marketing Coordinator – *Jumping Fences, Inc., San Francisco, CA*
Promoted from Digital Marketing Coordinator APR 2017

DEC 2015 - Present

- Manage website, email channels, PPC channels, and all digital properties for events (The San Francisco Marathon, Berkeley Half Marathon, and RUN365 Training) to drive registration and outreach to 30K annual participants.
- Drive record-breaking registration of TSFM 2017 through collaboration with marketing on acquisition and retention strategy and other departments.
- Develop consistent email marketing content using template builder and MailChimp, deploying an average of 2-5 emails per week.
- Manage paid search vendor, partnering on channel strategy and optimization, exceeding goals and increasing ROI year-over-year (4x).
- Lead vendor and partner relationships for successful cross-promotion meeting internal and partner goals.
- Overhaul and manage Wordpress websites for JFI entities to drive organic search and conversion optimization strategy, focusing on UX and ROI.
- Project planning and management, provide continuous stakeholder updates to ensure on-time delivery. Assist on cross-channel marketing activities.
- Analyze marketing channel reporting. Conduct and analyze in-depth runner survey to understand needs and inform business decisions for growth.
- Build culture and collaboration through organization of team events.

Marketing Manager – *MARGE Clothing, San Francisco, CA*
Promoted from Marketing Intern NOV 2014

AUG 2014 - OCT 2015

- Collaborate with marketing, product, creative, web, customer service, and executive teams to successfully launch early-stage fashion startup.
- Manage all marketing channels by working with social media, brand, PR, email, website, and creative heads and executive management to establish strategy, consistent messaging, and growth.
- Own SEO and SEM campaign creation and optimization to strategically raise awareness and preference within niche target market.
- Develop extensive customer care playbook and global shipping processes and policies to ensure and scale high-caliber customer experience.
- Conduct and analyze in-depth competitor and market research.

Merchandiser (Part-Time Independent Sales Rep) – *Chloe + Isabel, Remote*

DEC 2014 - DEC 2016

- Generate leads, develop customer relationships, and promote brand/ product through multi-channel marketing for continuous personal sales and repeat business. Planned events and business partnerships to grow sales.

Marketing Analytics Consultant (Part-Time) – *Cherry-pick Marketing, Remote*

FEB 2015 - MAY 2015

- Analyze SEM and Google Analytics with Founder for client ROI optimization.

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EDUCATION

Boston University, Boston, MA

MAY 2014

B.S., Business Administration, BU Questrom School of Business (formerly: School of Management). Dual Concentration in Marketing and Organizational Behavior.

Boston University Paris, Paris, France

JAN 2013 - APRIL 2013

Internship Study Abroad Program.

SKILLS

Google AdWords, Bing, MailChimp, SEO, SEM, Google Analytics, basic HTML/CSS, WordPress, Shopify, Asana, basic Adobe Photoshop and Illustrator, Google Drive, Microsoft Office, Social Media, Race Central, ShipStation, basic IBM SPSS, GANTT Charts.

PERSONALITY TYPE

Myers-Briggs: INFJ.

StrengthsFinder: Learner, Positivity, Individualization, Developer, Includer.

LANGUAGES

Native English.

Conversational German and French.

VOLUNTEERING

Sigma Kappa SF Bay Area Alumnae Chapter, VP Comm. and Philanthropy, 2015 - 2016.

Mind Body Spirit Moms, Mktg.

Consultant, May 2015 - Dec 2015.

Alzheimer's Association Walk to End Alzheimer's, Fundraiser and Walker, Sep 2013/2014/2015/2016.

INTERESTS

Traveling; distance running; scuba diving; cooking; hiking; camp.