

# Lauren H. Weinberger

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## EXPERIENCE

### **MullenLowe U.S.**

New York, NY

*Account Executive - Banner Health, Google, Hanes Brands (Maidenform)*

May 2019- January 2021

- Led multiple internal teams to spearhead marketing campaigns across digital, TV, print, OOH, social, and radio campaigns that execute across client's yearly KPIs
- Managed \$20MM+ in retainers across three client accounts and evaluated monthly projections
- Executed eight COVID-19 related multi-channel campaigns from project inception through in-market activation and provided healthcare brand strong POV messaging
- Spearheaded integrated marketing campaign to aid in brand awareness and increase digital app downloads by 1MM users
- Fostered client relationships and doubled YOY retainer budget from \$3MM to \$6MM (100% growth)

### **MRM//McCann**

New York, NY

*Assistant Account Executive - U.S. Army*

March 2018- May 2019

- Led digital marketing initiatives including qualitative & quantitative research projects to gain insights on key demographics
- Updated infrastructure across financial reporting, increasing the transparency and efficiency across \$8MM budget
- Primary point of contact for all client communications and routing of feedback to execute digital marketing programs
- Spearheaded media partnership program across multiple media vendors to leverage added value assets
- Built robust integrated campaign to increase U.S. Army recruit efforts by 10%

### **Hill Holliday**

Boston, MA

*Digital Strategy Intern - Healthcare*

January 2017- May 2017

- Brainstormed digital, mobile and social media experiences based on brand strategy
- Executed and presented project on VR/AR trends across industries to SVPs and EVPs of digital strategy team
- Managed digital campaign for Sleepy's to aid in brand recall and increase music partnership playlist downloads by 10,000 users

### **M&C Saatchi PR**

New York, NY

*Communications Intern*

May 2016- August 2016

- Brainstormed campaign strategies for clients such as Bentley, It's Sugar, Moët and Deezer
- Engineered media and competitor audits for perspective clients and new business opportunities
- Researched demographic profiles for variety of lifestyle clients

### **Premier PR**

London, UK

*Home Entertainment Intern*

February 2016- April 2016

- Served as liaison at red carpet events such as 2016 Empire Jameson Awards and screening of GOT Season
- Created performance report decks for home entertainment team to determine project success

### **Viacom - Comedy Central**

New York, NY

*Press Intern*

June 2015- August 2015

- Constructed a strategic public relations plan for Trevor Noah's debut on "The Daily Show"
- Generated and edited media lists and compiled weekly and seasonal press digests for senior executives
- Conducted competitor research on networks as well as specific shows

## EDUCATION

### **Boston University College of Communication**

Boston, MA

Bachelor of Science in Communications

May 2017

Major: Public Relations, Liberal Arts | Activities: Delta Delta Delta, Hillel Board Member, Dean's Host

## VOLUNTEER

### **Listen to the Beat Benefit Concert for American Heart Association (AHA)**

New York, NY/ Westport, CT

*Founder and Director*

April 2011- Current

- Produce, direct, and emcee annual fundraising benefit concert to raise an excess of \$35,000 and awareness
- Spearheaded promotional efforts and sales, including corporate sponsorships from national and local vendors
- Selected as the national top teen fundraiser for AHA and recipient of their Certificate of Appreciation

### **UJA - Federation of New York**

New York, NY

*Entertainment, Tech & Lifestyle Division Committee Member*

October 2018- Current

- Chair of Spotlight Circle Series; Responsible for brainstorming, executing and marketing intimate events with CEOs
- Review grants and allocate funds for the Music for Youth program, which provides financial aid to spearhead music programs for children in underprivileged Jewish organizations.

## SKILLS

Twitter, Facebook, TikTok, Instagram, Microsoft Suite | Meltwater, SPSS, Cision, Critical Mention, Photoshop, Fundraising