Jennifer Eisenberg

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Education

University of Michigan	**Ann Arbor, MI · Fall 2010 - Present**

Candidate for Bachelor of Arts degree
Majors: Linguistics, Spanish
Cumulative GPA: 3.75

Westfield High School	**Westfield, NJ · Fall 2006 – May 2010**

Cumulative GPA: 4.2

Professional Experience

Grovo Learning, Inc.	**New York City · Summer 2012**

Product Manager Intern
- 10 week employee at venture-backed, Internet learning startup www.*grovo.com*
- Completed market sizing and analysis education deep dive for college distribution, presented final deck to founders and investors
- Conducted inventory of product marketing/messaging copy on site and suggested improvements to interface
- Ran usability tests with our most valued users. Presented synthesized results regarding logged in vs. logged out user experience
- Sent our weekly triggered updates to all of the user base using MailChimp
- Created various wireframes & specs for new landing pages using Balsamiq
- Wrote blog posts for Grovo and *Social Media Today*
- Turned our Facebook Timeline into the "History of the Internet" dating back to 1536. Can be seen at *http://www.facebook.com/Grovo*

Animoto, Inc	**New York City · Summer 2012**

Marketing Intern
- 8 week marketing role at critically acclaimed, venture-backed, online video production startup *www.animoto.com*
- Led and presented marketing campaigns, wrote several blog posts, designed advertisements and worked closely with founders to quantify and review the financial iGct of our marketing
- Worked in an enterprise-grade email marketing system (Responsys) to prepare business and consumer newsletters for launch
- Charted weekly revenue & performance metrics and ran usability tests for new iPhone app

Leadership & Activities

MPowered Entrepreneurship	**Sept 2012 - Present**

Tech Team Member
- Designed, prototyped and built the new http://mpowered.umich.edu/ website using HTML, CSS, & Javascript.
- Utilize Sublime Text 2 and Github on a daily basis
- Manage all of the individual websites associated with MPowered using CushyCMS ,Google Analytics, & Mixpanel
- Organization featured in NYT & Forbes

Michigan Marketing & Advertising Club	**Sept 2011 - Present**

Vice President & Market Research Team Co-Director
- Gather, analyze and interpret data to identify problems or opportunities for thirteen local businesses in Ann Arbor including Google
- Synthesize findings to deliver useful insights to the clients
- Lead social media marketing workshops regarding Facebook Insights and Twitter Analytics for team members

Spanish Club	**Jan 2011 – Present**

Spanish Tutor and Conversation Hours Leader
- Edit advanced Spanish student essays and teach grammar skills
- Host and mediate weekly "conversation hours" for students to interact in solely Spanish speaking environments

Additional Information

Skills: Experience with HTML, CSS, Python, expanding programming skills this semester, Powerpoint, Word, Excel, Social Media Marketing
Awards: University Honors for 4 semesters, AP Scholar, President's Award, National Honor Society, Academic Distinction
Language: Highly Proficient in Spanish
Personal Interests: startups, positive psych, company culture, Twitter chats, MOOCS, cognitive linguistics, kickboxing, clean eating, happiness