**Jennifer Eisenberg**

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**E-Mail:** [**jeneisen@umich.edu**](mailto:jeneisen@umich.edu)

**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 identity 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, Women in Tech events, Twitter chats, MOOCS, Lean UX, Kickboxing, Ethnic Cuisine