

**Lauren Quan**

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<b>Education</b>	<b>University of California, Berkeley, Haas School of Business</b> Master of Business Administration, degree expected May 2016 VP Marketing, Play Digital Media Conference Alumni Relations Coordinator, Haas Technology Club Member, Digital Media & Entertainment Club, Women in Leadership, Marketing Club	Berkeley, CA
	<b>University of California, Davis</b> Bachelor of Arts in English and Communications (double major), June 2006 Dean's list, Letters and Science, 8 out of 12 quarters Graduated Phi Beta Kappa with honors in both majors	Davis, CA
<b>Experience</b>	<b>Shutterfly Inc.</b> <b>MBA Branding and Employee Experience Intern</b> <ul style="list-style-type: none"><li>Planned and executed annual Family Tour Day event for over 300 Shutterfly employees across two offices with zero budget</li><li>Developed goals, strategy, internal communications plans and promotional materials for three employee events</li></ul>	Redwood City, CA
	<b>Woodside Hotels</b> <i>An independent collection of six luxury California hotels, restaurants and spas, including the #1 TripAdvisor-ranked hotels in San Francisco, Monterey, and Bodega Bay.</i> <b>Online Marketing Manager</b> <ul style="list-style-type: none"><li>Directed paid search and retargeting vendor strategy and performance, resulting in 10x return on ad spend</li><li>Introduced and developed monthly and yearly marketing campaign reports using Google Analytics</li><li>Set key performance indicators and benchmarks for campaign success</li></ul>	Menlo Park, CA
	<b>PlayFirst, Inc</b> <i>A 60-person mobile game developer, acquired in 2014 by Glu Mobile.</i> <b>Senior Manager, Marketing Communications</b> (2012-2013) <ul style="list-style-type: none"><li>Led co-marketing campaign with Sony for <i>Hotel Transylvania Dash</i>, delivering over 350 million unpaid impressions for the game, making it the first #1 ranking game in the iTunes App Store in PlayFirst's history.</li><li>Supervised internal team of 2 staff members and 1 contractor</li><li>Strengthened relationships with VPs and managers at Sony and Nickelodeon for key co-branded game launches</li></ul> <b>Product Marketing Manager</b> (2012) <ul style="list-style-type: none"><li>Developed product positioning, creative development, messaging and launch strategies for Nickelodeon's <i>SpongeBob Diner Dash</i>, which achieved 100% beyond its revenue goals and ranked in the top 5 on the iTunes App Store</li><li>Established a standardized approach to product positioning, increasing marketing team's efficiency for more than 30 top mobile titles including <i>Diner Dash</i></li></ul> <b>Marketing Manager</b> (2011-2012), promoted from Associate Marketing Manager (2009-2011) <ul style="list-style-type: none"><li>Managed digital marketing strategy for 10 million unique users; increased email open rate from 11% to 22%</li><li>Created PlayFirst's brand guidelines, which included templates for screen shots, icons, and game footage for PlayFirst's entire portfolio of games to support the App Store, cross-platform promotions, and PR outreach</li></ul>	San Francisco, CA
	<b>Red Bricks Media</b> <i>Digital advertising agency acquired in 2014 by Geary LSF.</i> <b>Marketing Manager</b> (2009), promoted from Associate Marketing Manager (2007-2009) and Marketing Intern (2006) <ul style="list-style-type: none"><li>Owned the execution and management for all digital marketing campaigns, including paid search, SEO, social media, and email campaigns for a digital advertising agency that experienced 698% growth over a three-year period</li><li>Secured high-profile speaking engagements for executive team at major industry conferences including ad:tech, Search Engine Strategies, Marketing Sherpa, SMX, Web 2.0 Expo, Digital Hollywood, and Adobe MAX</li><li>Initiated agency award submissions process to top advertising awards, resulting in four Addy awards, two Creativity awards and a place in Marketing Sherpa's "2008 Viral Marketing Hall of Fame"</li></ul>	San Francisco, CA
	<b>Additional</b>	Interests: Salsa dancing, Thai food, Broadway musicals (favorites include RENT and Wicked), reading