



KL

KIIRSTEN LEDERER

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EDUCATION

BACHELOR OF ARTS IN HISTORY
NEW YORK UNIVERSITY
MAY 2013

COLLEGE OF ARTS & SCIENCES
GPA 3.5 / Honors: Founders Day
Award for Academic Excellence

OBJECTIVE

Efficiency enthusiast looking to leverage my passion for organizational management to support entrepreneurs and small businesses.

SKILLS

Project management, articulate written and verbal communication, effective relationship building

Technical Skills:

Proficient in all MS applications, social media platforms and management tools, database management, and invoicing tools across Mac and PC platforms

EXPERIENCE

THE BLUE LIST • NEW YORK, NY
COMMUNICATIONS DIRECTOR • 7/17 – PRESENT

- Creation of founder story, web content, strategic e-mail marketing campaigns, and written social media content

SX STUDIOS • NEW YORK, NY
BUSINESS CONSULTANT • 7/17 – PRESENT

- Executed thorough review and clarification of business goals
- Crafting client communication and services offerings, social media management and growth, team member recruiting & business development

ABLE COSMETICS • NEW YORK, NY
PRESS & MEDIA • 3/17 – PRESENT

- Overseeing relaunch of the brand's hero product by building press relationships, sales program, and influencer collaborations from ground up
- Providing website copy and blog posts, management of email marketing campaigns and social media content and scheduling

SEEDLINGSGROUP • NEW YORK, NY
BUSINESS MANAGER • 1/16 – PRESENT

- Effectively oversee rapid client communications for in-demand practice
- Schedule individual and group appointments via Acuity Scheduling on behalf of 4 educators
- Provide Squarespace web administration, manage PayPal invoicing and recordkeeping, manage MailChimp database and email campaigns

THE BOOSTER CLUB • NEW YORK, NY
PARTNER DEVELOPMENT MANAGER • 2/16 – 3/17

- Launched field marketing platform with a team of 2 and created 16 new jobs in 10 markets within 6 months, directing national teams of brand ambassadors
- Executed 50+ events & market blitzes to connect clients with strategic audience
- Created original content & managed client social media channels

VOLUNTEER EXPERIENCE & LEADERSHIP

EMILY'S ENTOURAGE FOR CYSTIC FIBROSIS

Served as a Committee Head for the 2016 Annual New York Gala. Secured food & beverage donations, auction donations, and sponsors.

UPWARD BOUND AT NYU

Co-taught English writing and reading skills to classes of high school students with diverse learning levels by creating group lesson plans, and worked one-on-one to enhance reading comprehension and essay writing.

EPSTEIN BECKER & GREEN, P.C. • NEW YORK, NY BUSINESS DEVELOPMENT COORDINATOR 4/15 – 1/16 BUSINESS DEVELOPMENT ASSISTANT – 7/13 – 4/15

- Produced time-sensitive RFPs, client presentations, and marketing collateral
- Managed engaging briefings, webinars, and creative Women's Initiative networking events with consistent emphasis on follow-up and tracking ROI
- Coordinated the schedule for 13 blogs, published new posts, suggested relevant topics and edits to increase SEO

PREVIOUS EXPERIENCE

THE ODEON • NEW YORK, NY

HOST • 2/12 – 5/13

25-30 Hours per week while attending college full time

- Developed strong relationships with new and regular guests to provide a warm experience and gain customer loyalty
- Selected as part of a small staff to work at the annual Tribeca Film Festival's Artists Dinner hosted by Chanel

SOUTHERN HOSPITALITY HK • NEW YORK, NY

HOST • 8/11 – 2/12

25-30 Hours per week while attending college full time

- Supervised reservations and walk-ins and collaborated with managers, servers, and kitchen staff to guarantee seamless execution of warm customer service
- Directed 200+ person parties for the Superbowl and other major sporting events and private gatherings that required a high level of discretion and personal interaction with VIP personnel

GLOBAL SPORTS PUBLICATIONS • CONSHOHOCKEN, PA

SALES REPRESENTATIVE • 6/10 – 8/10 AND 6/11 – 8/11

- Excelled as Leading Sales Intern - acquired leads and built a chain-of-command to a business owner to sell advertising space in game-day programs for professional and college athletic teams

NYU DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES • NEW YORK, NY

OFFICE ASSISTANT • 10/09 – 5/11

- Selected to oversee reception, organization of incoming and outbound deliveries, preparing course materials and book orders, and the intake of graduate student assignments and prospective graduate student applications for professors as part of a Federal Work Study program