

# KIIRSTEN LEDERER

## EDUCATION

**Bachelor of Arts in History | May 2013 |**

**New York University, College of Arts & Sciences**

**GPA 3.5 / Honors: Founders Day Award for Academic Excellence**

## EXPERIENCE

**The Booster Club | New York, NY**

**Partner Development Manager | 2/16 – present**

- Launched field marketing platform with a team of 2 and created 16 new jobs in 10 markets over 6 months
- Execution of 50+ events, projects, and market blitzes in 6 months to connect clients with strategic audiences
- Recruit and direct national teams of brand ambassadors
- Creation of original content and management of social media channels for key client

**SeedlingsGroup | New York, NY**

**Business Manager | 1/16 – present**

- Effectively oversee rapid client communications
- Schedule individual and group appointments via Acuity Scheduling on behalf of 4 educators
- Provide Squarespace web administration, manage PayPal invoicing and recordkeeping, and organize MailChimp database lists and mailings

**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 and webinars with consistent emphasis on follow-up and tracking ROI
- Organized creative networking events for the firm's Women's Initiative
- Coordinated the schedule for 13 blogs, published new posts, suggested relevant topics and edits to increase SEO

## OBJECTIVE

**Efficiency enthusiast looking to leverage my passion for organizational management to enhance entrepreneurial and small business operations.**

## SKILLS

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

**Technology Skills:** Proficient in all MS applications, social media platforms and management tools, across Mac and PC platforms.



kiirstenlederer  
@gmail.com



484-347-5881

## COMMUNITY ACTIVITIES

**Emily's Entourage for Cystic Fibrosis**

Served as a committee head for the Annual New York Gala. Secured food & beverage donations, auction donation, and sponsors.

**Upward Bound at NYU**

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

## PREVIOUS EXPERIENCE

### **The Odeon | New York, NY**

**Host | 2/12 – 5/13**

**25-30 hours /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 /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, as well 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