

# Lauren Katz

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## EDUCATION

**Northwestern University**, Evanston Illinois; June 2021

**Degree/Majors:** Bachelor of Arts in Theatre and English | **Certificate:** Integrated Marketing Communications | **GPA:** 3.97

**Honors:** Summa Cum Laude, Departmental Honors in English, Lambda Pi Eta

**Awards:** Edwin L. Shuman Award for Outstanding Senior in Literature (2020-2021), Morris Kaplan Humanities Department Writing Prize (2019-2020)

## PROFESSIONAL EXPERIENCE

### **Broadway Plus**

**New York, NY**

*Experience & Marketing Associate* (2022- Present)

- Ideate, build, and write email blasts for the weekly newsletter as well as educational and corporate initiatives
- Manage creative marketing projects: generate and write weekly blog content, analyze, social media data, oversee the podcast, aid in merchandise sales campaigns
- Run the One-on-One Virtual Experiences segment of the company, act as the channel for communication between Broadway artists and clients, help generate monthly sales reports and analyze the data to propose actionable marketing solutions

*Client Experience Associate* (July 2021- January 2022)

- Assisted the One-on-One Virtual Experiences segment of the company
- Monitored Google Search Campaigns and Website Analytics
- Ran website maintenance and artist onboarding: created and wrote copy for new pages, reorganized website navigation, and built new artist profile pages

*PlusPass Marketing & Communications Intern* (February- May 2021)

- Managed all administrative responsibilities prior to and after each event: generated zoom meetings, created Google Calendar invites, and communicated with Broadway artists and clients
- Wrote copy, promoted events via social media, and hosted virtual Concerts, Reunions, and Q&As
- Ran and tracked event giveaways, helped merge PlusPass with Workshops, and helped pioneer the switch to zoom webinars
- Spearheaded the administrative and booking processes for monthly Workshops announcements

**Steppenwolf Theatre Company**, *Public Relations*

**Chicago, IL; Summer 2020- Cancelled due to Covid-19**

**Primary Stages**, *Marketing Intern*

**New York, NY; Summer 2019**

- Compiled outreach sheets and mailed the season announcement, working directly with the Marketing Department
- Ran Instagram intern takeovers, developed social media and website platforms, and generated press and comparative analytics
- Created demographics in Excel and infographics with Photoshop for the Education Department

**Broadway Plus VIP Services**, *Marketing Intern*

**New York, NY; Summer 2019**

- Created a blog for the website: designed a blog banner and wrote blog posts
- Hosted post-show backstage VIP experiences at Broadway shows
- Designed an extensive guide for future backstage hosts and managed one month of accounting

## LEADERSHIP

**Purple Crayon Players**, *Team Education*

**Northwestern University; March 2020- April 2021**

- Provided all educational programming for the season: designed synchronous and asynchronous workshops and ran virtual Storytime events

## PUBLICATIONS

**Northwestern University**

- Published Senior English Honors Thesis, *Revolutionary Women: Literary Performativity, Classical Pseudonyms, and the Public Sphere in the Correspondence of Abigail Adams and Mercy Otis Warren*, in the Northwestern Undergraduate Research Journal
- Created a university library installment entitled *For the Record: Remembering Some of History's Most Revolutionary, yet Overlooked, Women* under One Book One Northwestern

## SKILLS AND INTERESTS

- Proficient in PowerPoint, Excel, Word, Canva, WordPress, Wix, Salesforce, Acuity and Klaviyo
- Experience using Google Analytics and Google Ads
- Proficient in Facebook and Instagram
- Proficient in Spanish
- Singing, songwriting, arranging music, drawing, poetry, and juggling