

Laura Oppenheimer

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Summary of Qualifications

Experienced start-up marketer who drives marketing programs to increase customers, revenue and awareness. My experience includes building defensible market positions for early to growth stage companies, establishing effective messaging, and cultivating the right mix of channels for scalable growth. From writing site copy, to analyzing purchase funnels, to creating paid marketing strategies; successfully developing and executing on the full mix of marketing a product is what I do best.

Chegg, Inc / Manager, Marketing - Learning Services (June 2014 - Present)

Chegg is the student hub, giving students everything they need to succeed in the classroom. Chegg's learning services include Chegg Study and Chegg Tutors (formerly InstaEDU).

- Lead on mobile marketing efforts; responsible for app store optimization, paid mobile acquisition, and new cross-marketing and retention/engagement strategies
- Run partner marketing/biz dev initiatives, working to source great partners for Chegg Tutors.
- Manage two direct reports

InstaEDU / Director of Marketing (Acquired by Chegg, Inc) (July 2012 - June 2014)

InstaEDU is the largest marketplace for online tutoring; As the first marketing and communications hire, built the brand, a customer acquisition plan, and overall communications strategy. InstaEDU was acquired for \$30 million in June 2014.

- As InstaEDU's only marketer, built the 50% month over month growth curve that led to a \$4 million Series A in August 2013
- Created and managed a scalable performance marketing channel that included an ROI positive SEM strategy, retargeting across Facebook and display, Pandora, and other channels
- Managed all emails including lifecycle marketing, monthly campaigns, reactivation/reengagement messaging and more
- Successfully positioned InstaEDU as top in class for online tutoring companies and up-and-coming edtech startups, gaining placement on the *TODAY show*, *Forbes*, *Fortune*, *USA TODAY*, the front page of the *SF Chronicle's* business section and more

Formspring, Inc / Marketing Manager (May 2011 - May 2012)

Formspring is a social network with more than 28M global members where members ask each other questions and learn more about one another through interesting, funny and personal responses.

- Ran public relations strategy and outreach, securing coverage in publications including *USA Today*, *Fast Company*, *TechCrunch* and *Mashable*. Public relations work resulted in a 46 percent increase in general/neutral coverage and a 44 percent decrease in negative coverage.
- Managed partner marketing efforts: forged relationships with top record labels including Atlantic and Sony/Columbia and created a package to bring One Direction, the #1 band in the country, onto Formspring.
- Product marketing lead; managed communications and timeline with product and engineering leads for coordinated and successful launches across product, email, press and social.
- Oversaw social media marketing efforts and strategies including Twitter, Facebook (+30K likes/year) and blog (500K visits/year, 16 percent increase in new visitors year over year).

OpenDNS, Inc / Marketing Manager (June 2010 - April 2011)

Premium DNS and cloud-based Internet security, backed by Sequoia and Greylock.

- Managed and executed media outreach to technology, consumer, business and trade press, securing placement in the *The New York Times* (David Pogue, “The Boss” column), *The Washington Post*, *The San Francisco Chronicle* and others.
- Oversaw creation of sales marketing materials, including case studies and promotional emails.
- Managed all social media and community marketing efforts; increased blog traffic 10 percent and hit 20K Facebook like milestone; increased Twitter follower account by 20 percent over five months.

Ning, Inc (Acquired by Mode, Inc) / Marketing Manager (August 2009 - May 2010), Associate Community Advocate (August 2008-August 2009)

The social platform for the world’s interests and passions founded by Marc Andreessen and Gina Bianchini.

- Directed social media strategy and marketing channels; increased Twitter followers 25 percent in four months. Launched official Twitter support program and answered thousands of questions from Ning customers, thus reducing Help Center ticket load
- Managed and created all content for the Ning Blog; implemented strategic redesign using new post types and viral tools resulting in a 10 percent increase in traffic.
- Authored executive content, including national media bylines (placement included *Huffington Post*, *Wired*) and talking points.

Freelance Journalist (June 2007 - September 2008)

- Contributing Writer at *Time Out Chicago*, covering radio and podcasts.
- Covered food and restaurants for Chicagoist.com, *Centerstage Chicago* (a *Chicago Sun-Times* publication) and *Time Out Chicago*.
- Oversaw editorial content for six regional monthly magazines as Associate Editor of *Tails Pet Magazine*.

Adler Planetarium / Communications Coordinator (January 2006- June 2007); Communications Intern (June 2005-December 2005)

America’s first planetarium, its mission is to inspire exploration and understanding of our universe.

- Managed PR strategy and external agency, driving local, regional and national press.
- Created and implemented Adler eNews, the museum’s first electronic newsletter, doubling subscriber list from inception to 6,000 monthly subscribers in one year.

Education

University of Chicago; AB ‘06 with honors, Political Science

Dean’s List (2002–2006), Metcalf Fellow (2005), Richter Grant recipient (2003)

Volunteer

Alumni Schools Committee; Committee member (January 2009–present)

Awarded “Young Alumni Service Award” in 2010 for volunteer efforts

Skills/Programs

Performance Marketing: Google AdWords, Bing, Perfect Audience, AdRoll, Facebook & Twitter

Email: MailChimp, Mixpanel

Analytics: Google Analytics, Mixpanel, Optimizely, Adjust (mobile analytics)