

LAURA S. OPPENHEIMER

3545A 23RD ST, SAN FRANCISCO, CA 94110 • TEL: 415.860.0535

WEBSITE: WWW.LAURAOPPENHEIMER.COM • E-MAIL: LAURA.OPPENHEIMER@GMAIL.COM

SUMMARY OF QUALIFICATIONS

Creative writer who successfully implements strategies to increase user engagement, drive traffic and promote marketing goals. Ability to write for multiple audiences in various styles, including blogging, press materials, talking points and brand positioning. Broad understanding of social media and its role in driving brand awareness and public relations programs.

EXPERIENCE

OpenDNS, Inc; San Francisco, CA

Marketing Manager (June 2010 – Present)

- Manage media outreach to technology, consumer, business and trade press, securing placement in the *The New York Times*, *The Washington Post* and *The San Francisco Chronicle*
- Oversee creation of marketing materials for sales team, including customer case studies and promotional emails
- Plan and execute all company events, including conferences, speaking engagements and customer-facing parties
- Write all copy for six monthly newsletters, divided and targeted by vertical
- Manage all social media and community marketing efforts; increased blog traffic 10 percent and hit 20,000 FB fan milestone; increased Twitter follower account by 20 percent over five months

Ning, Inc; Palo Alto, CA

Marketing Manager (August 2009 – May 2010)

- Develop and implement new brand and product messages, including Ning Apps (3rd party OpenSocial applications) and launch of Virtual Gifts program
- Project managed development of business marketing materials (<http://about.ning.com/spotlight>) that highlight Ning value proposition in key verticals
- Direct social media strategy and marketing channels (including Facebook fan page and Twitter account (@Ning)) to connect with customers, raising brand awareness; increased Twitter followers 25 percent in four months
- Manage and generate all content for the Ning Blog (<http://blog.ning.com>); implemented strategic redesign using new post types and viral tools resulting in a 10 percent increase in traffic
- Author executive content, including media bylines (e.g. *Huffington Post*, *Wired*) and talking points

Community Advocate (August 2008 – August 2009)

- Product lead and expert acting as first line of contact for existing and prospective customers, using both Salesforce and RightNow CRM programs
- Launched official Twitter support program and answered thousands of questions from Ning customers, thus reducing Help Center ticket load
- Authored compelling blog content, including interviews and profiles, and contributed articles and FAQs to the Ning Help Center

Self-Employed Freelance Journalist; Chicago, IL

(June 2007 – September 2008)

- Pitched food and features pieces, and contributed weekly posts to Time Out Chicago covering radio and podcasts; named Contributing Writer for radio work
- Food writer for Chicagoist.com, covering restaurant and food news for blog with readership of 10,000
- Wrote reviews, features and news for clients including CenterstageChicago.com and Imagination Publishing

Tails Pet Magazine; Chicago, IL

Associate Editor (October 2007 – June 2008); Staff Writer (June 2007 – October 2007)

- Oversaw editorial content for six regional monthly magazines
- Wrote news, features and reviews, staying up-to-date on industry news and trends
- Hired and managed freelance writers

Adler Planetarium; Chicago, IL

Communications Coordinator (January 2006– June 2007); Communications Intern (June 2005–December 2005)

- Managed PR strategy and external agency, driving local, regional and national press
- Wrote press materials distributed to newspapers including the *Chicago Tribune* and *Chicago Sun-Times*

- Created and implemented Adler eNews, the museum's first electronic newsletter, doubling subscriber list from inception to 6,000 monthly subscribers
- Editor in Chief of *Adler Star* quarterly members' print newsletter

The Chicago Maroon; Chicago, IL

Managing Editor (March 2004–March 2005); Production (March 2003–March 2004); Writer (March 2003–June 2006)

- Managed all design and production aspects of semi-weekly independent newspaper with circulation of 7,500
- Supervised staff of 12 editors, 4 production assistants and 12 copy editors

EDUCATION

University of Chicago; Chicago, IL

Bachelor of Arts with honors, Political Science

GPA: 3.6/4.0

Dean's List (2002–2006), Metcalf Fellow (2005), Richter Grant recipient (2003), Campus Tour Guide (2003–2006)

VOLUNTEER EXPERIENCE

Pets Are Wonderful Support (PAWS); San Francisco, CA

Volunteer (January 2010–present)

Alumni Schools Committee; Chicago, IL

Committee member (January 2009–present)

Awarded "Young Alumni Service Award" in 2010 for volunteer efforts

SKILLS

- Microsoft Office; Adobe Photoshop; Adobe InDesign
- CRM experience with Salesforce and RightNow
- Experience with HTML and CSS and blogging software including Wordpress, Typepad, MovableType, Blogspot and Tumblr