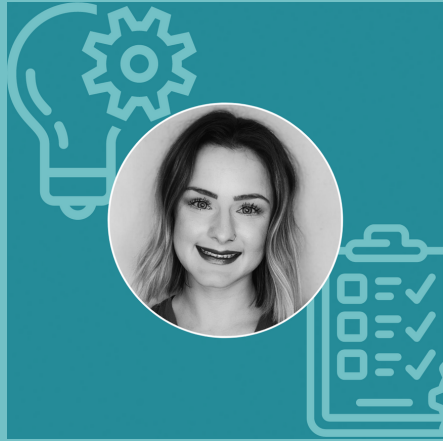


LAUREN HANSEN

PROJECT MANAGER



Tenacious and resilient Project Manager adept at planning, problem-solving, and maintaining continuous operations among internal and external departments.

EXPERIENCE

PROJECT MANAGER

ALIGHT ANALYTICS | KANSAS CITY, MO | MAY 2019 - PRESENT

- Escalate risks while coordinating with internal and external stakeholders
- Lead 6 teams working on 6-8 projects in Software Development, Integrations, and Business Intelligence/Data Science departments
- Identify, reviewed and implemented process and procedures to achieve optimal performance during projects
- Direct project plans to meet requirements needs utilizing problem-solving skills
- Achieve project deadlines and objectives by working with client facing teams

CLIENT SOLUTIONS SPECIALIST

ALIGHT ANALYTICS | KANSAS CITY, MO | JULY 2018 - MAY 2019

- Provided oversight of all projects for assigned clients with a major focus on organization, ownership, and client success
- Manage 20+ accounts as primary contact through discussion of open projects and requests via phone syncs
- Created reports for client budgets ranging from \$10-50k to ensure they stay on track and avoid risks
- Onboarded clients following the handoff from Sales to maintain momentum and gain client trust

MARKETING COMMUNICATIONS MANAGER

DIRECT CELLARS | KANSAS CITY, MO | AUGUST 2017 - JULY 2018

- Curated semiweekly emails that average a 25% open rate and 5% CTR
- Maintained consistent weekly updates for 27k members while also generating content for new programs
- Saved the company \$10k annually by analyzing communication efforts and filtering to correct target markets

ACCOUNT EXECUTIVE

YELP | SAN FRANCISCO, CA | JULY 2015 - JULY 2017

- Booked \$250,000+ in revenue and pitched 400+ businesses
- Maximized pipeline of 1,000+ businesses through Salesforce to cultivate new leads in all types of industries
- Pitched 450+ businesses through qualification and recommendation

EDUCATION

MASTERS OF BUSINESS ADMINISTRATION

2013 - 2015 | NORTHWEST MISSOURI STATE UNIVERSITY

BACHELOR OF SCIENCE, BUSINESS MANAGEMENT & MARKETING

2009 - 2013 | NORTHWEST MISSOURI STATE UNIVERSITY

SKILLS

Agile
Kanban
Scrum
Waterfall
Project plans
Scope Management
Time Management
Strategic Planning
Change Control Process

SOFTWARE

Asana
Google Suite
Microsoft Suite
TeamGantt
Zendesk
LiquidPlanner

AWARDS/CERTIFICATES

Communication Award, *Alight Analytics*
Tableau for Marketers, *Alight Analytics*
200-RYT, *Yoga Alliance*
CPR-AED, *National CPR Found*

CONTACT

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