

# LAUREN HANSEN



## SKILLS

Agile/Kanban/Waterfall  
Project Management  
Project plans  
Scope Management  
Time Management  
Change Control Process  
Strategic Planning  
Detail Oriented  
Consultative

## SOFTWARE

Asana  
Google Suite  
Microsoft Suite  
TeamGantt  
Zendesk  
LiquidPlanner

## AWARDS/CERTIFICATES

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

## CONTACT

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*Tenacious and resilient Client Experience Manager adept at planning, problem-solving, and maintaining continuous operations among internal and external teams.*

## EXPERIENCE

### SENIOR CLIENT EXPERIENCE MANAGER

ALIGHT ANALYTICS | KANSAS CITY, MO | MARCH 2021 - PRESENT

- Assist in training for all new Client Experience Managers
- Help setup, create, send, and reconcile \$6.6 million in invoicing each month for all clients
- Support Marketing efforts toward client-facing initiatives to help educate and sell clients about new products and solutions

### CLIENT EXPERIENCE MANAGER

ALIGHT ANALYTICS | KANSAS CITY, MO | JULY 2020 - MARCH 2021

- Helped lead client onboarding as main point of contact; which includes connecting data sources, requests for custom data sources, and connecting dashboards
- Responsible for \$885k in revenue as day to day contact for 15+ clients
- Immersed in client's business to recognize growth opportunities and provide strategic guidance on analytics practice
- Collaborated closely with the report, data, and web development teams to ensure ongoing quality products and services are being delivered to clients.

### PROJECT MANAGER

ALIGHT ANALYTICS | KANSAS CITY, MO | MAY 2019 - JULY 2020

- Escalate risks while coordinating with internal & external stakeholders
- Worked with on 6-8 projects with the Software Development, Integrations, and Business Intelligence/Data Science departments
- Identified, reviewed, and implemented process/procedures to achieve optimal performance
- Direct project plans to meet requirements needs utilizing problem-solving skills
- Achieve project deadlines and objectives by working across 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
- Managed 20+ accounts as primary contact through discussion of projects and requests
- Created reports for budgets up to \$50k to ensure they stay on track and avoid risks
- Onboarded clients from Sales handoff 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 & 5% CTR
- Maintained consistent weekly updates for 27k members and generated content for new programs
- Saved the company \$10k by analyzing communication efforts and correcting filters for 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