

LENA SERNOFF

New York, NY, United States



503-423-7941



sernofflena@gmail.com



Lenasernoff.com

EDUCATION

New York University

- Master of Arts: Journalism
- 4.0/4 GPA

Sept. 2022 - Dec. 2023

Smith College

- Bachelor of Arts: Anthropology, Art Studio Minor
- 3.7/4 GPA

Sept. 2010 - May 2014

SKILLS

- Content Strategy Development
- Editorial Expertise
- Creative Leadership
- Cross-Functional Collaboration
- Data Analysis
- SEO and Digital Marketing Proficiency
- Project Management
- Brand Messaging and Communication
- Innovation and Industry Trend Monitoring

PROJECTS

- Host and Producer of *"Beyond the Brochure: NYU Graduate Admissions Podcast"*
- BuzzFeed, Capstone Grad Project
- TikTok Project Lead for THE CITY Newsroom
- Winner of the Wix News Hackathon
- Host and Producer of *"Girl You're Hired"* Podcast
- Wix Speaker at AdWorld
- Lead for Women@Google NBS
- VP of Public Relations at LinkedIn Toastmasters

TOOLS

Pro Tools | Descript | Riverside.fm | Figma | Canva Pro | Notion | Discord | CapCut | Ahrefs SEO Tools | Mail Chimp | LinkedIn Ads | Google Ads | Facebook Ads | Wix Web Building | Google Analytics | Tableau | Google Suite | Spotify for Podcasters

RELEVANT WORK EXPERIENCE

Lenasernoff.com

New York, NY
Sept. 2022 - Present

Freelance - Writing, Reporting and Podcasting

Wix

Tel Aviv, Israel
Dec. 2020 - Aug. 2022

Creative Strategist & Editorial Blogger

- Led strategic development and implementation of content strategy, scaling a leading tech blog's readership to over 1 million monthly SMB readers, aligning with brand messaging and audience engagement goals.
- Authored authoritative articles and directed social media marketing strategy, driving increased web visibility and enhancing brand recognition through targeted storytelling and active audience interaction.
- Utilized data analytics to assess content and social media impact, optimizing marketing approaches to maintain brand consistency and identify growth opportunities.
- Fostered cross-functional collaboration with newsletter and podcast departments, initiating cross-promotional efforts to amplify brand reach and establish strong internal alliances.

Google

Mountain View, CA
Mar. 2017 - May 2018

Senior Digital Marketing Strategist, New Business

- Orchestrated comprehensive Google marketing campaigns for a portfolio of 7-10 SMB clients per quarter, customizing strategic plans to promote client advancement with effective ad tech strategies.
- Counseled clients on campaign creation, steering towards successful achievement of growth targets through innovative, data-driven marketing tactics.
- Innovatively addressed marketing challenges, applying proactive solutions within Google's advertising landscape to maintain a competitive edge in digital trends and practices.
- Excelled in a dynamic AdTech environment, consistently securing client satisfaction and delivering quantifiable returns on marketing investments.

LinkedIn

San Francisco, CA
Oct. 2014 - Feb. 2017

Account Executive, LinkedIn Marketing Solutions

- Designed B2B campaigns for SMB clientele using LinkedIn's marketing tools, concentrating on engaging professional audiences and fostering business development.
- Dedicated to understanding the unique requirements of B2B small business clients, executed compelling LinkedIn advertising strategies to fulfill diverse marketing goals.
- Provided strategic advisory services on business planning, ensuring brand strategies and lead generation methods were cohesively integrated with clients' broad industry objectives.