

LENA SERNOFF

📞 503 - 423 - 7941 | ✉ sernofflena@gmail.com | 📍 New York City | [Linkedin.com/in/lenasernoff/](https://www.linkedin.com/in/lenasernoff/)
[Lenasernoff.com/podcastingarticles](https://lenasernoff.com/podcastingarticles)
[Interviewtipspodcast.com/](https://interviewtipspodcast.com/)

RELEVANT EXPERIENCE

Girl You're Hired, Job Interview Tips Podcast

Podcast Host and Producer **Nov. 2021 - Present**
New York City, NY

Experienced podcast host/producer with 160K+ listeners, skilled in creating engaging content for diverse audiences. Proficient in thorough research, crafting compelling narratives, and collaborating with guests. Expertise in adapting messaging, leveraging analytics, and driving audience growth.

New York University

Graduate Marketing and Admissions Consulting + Podcast Producer **Oct. 2022 - Present**
New York, NY

As a key member of NYU's graduate admissions and marketing team, I engage in personalized virtual consultations, admissions events and tours. Skilled in in-depth research, contributing to @NYUGradAdm social media content, including blog writing, and crafting impactful messaging for webinars. Pioneered the upcoming 'Beyond the Brochure' podcast launch.

Mind4Youth

Marketing and Editorial **Jul. 2023 - Sept. 2023**
Remote

Teaming up within the Mind4Youth group, I develop impactful marketing strategies leveraging research, writing, and audience understanding. Focused on raising awareness for teen mental health, we drive positive change as a dedicated nonprofit.

THE CITY

TikTok Newsroom Strategist **Jan. 2023 - May 2023**
New York City, NY

Contributed to a grad-level digital journalism project with NYC-based nonprofit news org, THE CITY, investigating effective TikTok use in newsrooms. I conducted audience research, created engaging TikTok content, and actively supported production and engagement, enhancing my scriptwriting skills.

EDUCATION

New York University

Sept. 2022 - Present
Master of Arts: Journalism
Studio 20: Digital First program
4.0/4 GPA

Smith College

Sept. 2010 - May 2014
Bachelor of Arts: Anthropology,
Art Studio Minor
3.7/4 GPA

EXPERTISE

- Podcast Producing
- Podcast Marketing
- Podcast Growth
- Media Strategy and Planning
- Campaign Management
- Creator Economy
- Strategic Thinking
- Cross-Platform Integration
- Creative Collaboration
- Problem-Solving
- Communication Skills
- Leadership
- Attention to Detail
- Market Research
- Data Storytelling
- Industry Passion
- Web Building
- Client Relationships

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RELEVANT EXPERIENCE

Lenasernoff.com Freelance Jul. 2020 - Present

Freelance Writer and Digital Marketing Consultant
New York City, NY

Strategically crafting compelling blog articles and diverse written narratives. Collaborated with Wix post full-time role, creating impactful content and providing digital marketing consulting. Proficient in research, message adaptation, and deadline management.

Wix Dec. 2020 - Aug. 2022

Senior Blog Writer (Podcast Subject
Leader)

Tel Aviv, Israel
Authored and propelled top-ranking blog articles, covering a wide array of subjects including social media marketing and podcasting, for a global audience. Produced engaging bi-weekly Wix News episodes. Collaborated effectively within a winning hackathon team. Led regular meetings with the social media team leader, serving as the designated Social Media Editor for blog content.

Google Mar. 2017 - May 2018

Senior Digital Marketing Strategist
Mountain View, CA

Drove strategic alliances with high-priority clients, skillfully integrating Google's advertising and branding products into their marketing landscape. My transformative approach boosted Google's SMB customer acquisition goals, showcasing expertise in crafting compelling narratives and strategic messaging.

LinkedIn Oct. 2014 - Feb. 2017

Account Executive, Sales Development
San Francisco, CA

Cultivated impactful B2B partnerships, utilized LinkedIn's dynamic marketing solutions for exceptional ROI. My ability to craft persuasive presentations and navigate intricate business terrains enriched my experience, offered a strategic advantage that amplified communication, and drove results.

INVOLVMENTS

NYU Parliamentary Debate Union
Club

NYU Women in Higher Education
Panel Moderator

Wix Leadership Marketing Program

Wix Hackathon Wix News 2.0 1st
Place Winners

AdWorld Conference Speaker May
2022

Mentor Volunteer Sodkoti Web
Building

Leader of Women @ Google New
Business Sales

Google New Hire Academy
Coordinator

Stanford University Business
School - Guest Speaker, Digital
Marketing Course

VP of PR LinkedIn Toastmasters

LinkedIn Results Award

Smith College Lacrosse

Refugee Mentor

Smith Model United Nations

Smith Community Service Officer
Rep

LANGUAGES

Hebrew - native

German - native

English - native