

LAUREN GUEVARA

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PROFESSIONAL PROFILE

Through my experiences working in both a larger corporation and a small company, I have been able to strengthen my communication and management skills in numerous opportunities. I thrive at learning new skills and concepts, working under pressure, taking initiative and working in teams. Working often with the public in different environments has honed my verbal and written skills, as well as, strengthened my problem-solving skills. Along with my business communication degree and current work experience, I gained a strong interest in learning diverse marketing and event strategies that are directed towards gaining the interest and engagement of others.

SKILLS

Communication

Time Management

Accountability

Improving Efficiency

Collaboration

Work Ethic

Self-Motivated

Adaptability

Analytical

Positive

Problem-Solving

EXPERIENCE

ASSOCIATE ACCOUNT MANAGER II

Kaiser Permanente, March 2017 – Present

Working at Kaiser Permanente my duties and responsibilities include:

- Manage business processes that support achieving and maintaining membership growth by acting as one of two primary point of contacts for 80-100 specific groups to discuss contracts, benefits, rates or renewal activities.
- Provide support to Account Management client servicing functions and preparation of information to existing accounts to ensure deadlines are met.
- Create sales opportunities through targeted external customer enrollment activities, effective relationships with brokers/consultants and front-line benefit contacts to increase membership, build support for KP and enhance customer loyalty and retention.
- Participate in Account Strategy sessions to monitor and maintain data. Develop strategies to improve communication, sales performance and book of business management to target accounts in conjunction with the Account Manager
- Participate in extra projects including: writing articles on our processes that can be utilized by those in Sales and Account Management, Presenting and training others in person and on statewide webinar calls and participating in an extra project outside my department through Stretch@KP, where I am on the Branding/Digital Marketing Team as the Digital Experience Producer.

MARKETING COORDINATOR

International Culture Exchange Group, November 2014 – March 2017

International Culture Exchange Group (ICEG) is an event company that strives to create memorable & profitable events. In 2011, ICEG produced Global Winter Wonderland, which was the first Chinese Lantern Festival in the US. Since then, ICEG produced Global Winter Wonderland in various locations every winter season.

Working at International Culture Exchange Group my duties and responsibilities included:

- Created email marketing content/material, website content, social media calendars and worked directly with graphic designers to piece together marketing materials.
- Performed analysis on data and creates reports and forecasting's on findings for marketing strategies and budgeting.
- Assists in the event planning, scheduling, staff meetings, speaking engagements, promotional events and conference calls alongside Marketing Manager and CEO.
- Coordinates projects both internally and externally with members in Finance, Operations, Creative and Entertainment departments.
- Part of a fifteen-member team that brings for the event from concept to completion. In 2014 the event had over 300,000 guest visit and the revenue increased significantly from the previous year

EDUCATION

BA, Business Communications

Minor, Economics

Arizona State University

2010 – 2014

International Business Certificate

Universitat Autònoma de Barcelona

2012 – 2012

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TECHNICAL SKILLS

Content Marketing

Customer Relationship
Management

Social Media Marketing

Project Planning

Microsoft Word, Excel, PowerPoint,
Outlook

Sales Force

Event Planning

Hootsuite

WordPress

MailChimp

Basic Google Analytics

Reporting

EXTRA

EXCELLENCE AWARD - GOLD
Kaiser Permanente/Large Group
Account Management
2017

INSURANCE LICENSE
California Department of Insurance
License #0L74792
Effective 5/15/2017 – 5/31/2019

VOLUNTEER WORK

DIGITAL EXPERIENCE PRODUCER

RealTime Oakland/Kaiser Permanente, March 2018 - Present

Through Kaiser Permanente's Stretch@KP Program I have branched out and joined a project that has created RealTime Oakland. RealTime is a community bound by the intent to live healthy, happy lives together. We work to make wellness possible and support those who serve in the spirit of collaboration. We believe we can make a difference in Oakland by building opportunities to connect creatively, genuinely and pro-socially. The overall RealTime Mission is: To cure loneliness, cultivate wellness and happiness on all levels by inspiring Oaklanders to explore, participate and find purpose in our community.

Working at RealTime Oakland my duties and responsibilities included:

- Help manage strategy and development of virtual experience and content production.
- Collaborate with other content creators to ensure a coordinated and efficient approach to content development.
- Produce high quality, thought-provoking/motivational content that integrates with the overall strategy and programming/partnership plan.
- Own Hootsuite programming and tracking/analytics while acting as the point person to answer any questions about social media strategy/postings.
- Participate in development of overall brand and mission of RealTime Oakland.

ONLINE SOCIAL MEDIA LEAD

Relay For Life of Campbell, November 2017 – Current

Relay For Life is a fundraiser for the American Cancer Society. Relay is staffed and coordinated by volunteers who are giving their time and effort to make a change and take action against cancer. Relay For Life of Campbell was one of the top 10 grossing Relay For Life events on the Western United States in 2018 fundraising over \$315,000.

Working with Relay For Life of Campbell my duties and responsibilities included:

- Brainstorms and manages the development of social media marketing ideas.
- Reviews and curates content for social media accounts and schedules weekly posts and emails.
- Works in conjunction with the Event and Team Leads in order to gather information that needs to be distributed to other volunteers, participants and the community.
- Updates the website with information, flyers and graphics relevant to the event.
- Creates basic graphics on Canva that stay true the American Cancer Society/Relay For Life brand to complement the written communications being posted.
- Additionally, helps with event planning and execution throughout the year when needed.