

# Lauren Ioffrida

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## EDUCATION

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**University of Southern California, Rossier School of Education** Los Angeles, CA  
*Master of Arts in Teaching, Elementary (Multiple Subject)* May 2018  
Cumulative GPA: 4.0

**Southern Methodist University, Cox School of Business** Dallas, TX  
*Bachelor of Business Administration, Marketing* May 2015  
*Economics, Minor*  
Cumulative GPA: 3.7/4.0 Business GPA: 3.8/4.0

## EXPERIENCE

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**Small Giant Management + Records** Santa Monica, CA  
*Music Coordinator* March 2019-May 2019

- Assisted with planning and implementation of multiple artists' music campaigns, including album and single production and release schedules, social media plans, international touring, and artist brand development
- Managed daily calendars of artists across multiple time zones, including travel bookings, accommodations, itineraries, promotional interviews, and photo shoots/music videos
- Coordinated and scheduled studio recording and rehearsal space for multiple artists and their band members
- Acted as a liaison between artist and business managers, booking agents, graphic designers, videographers, record label, publishers, and lawyers

**Bird** Santa Monica, CA  
*Operations Specialist* September 2018-March 2019

- Served as market lead for San Jose, Oakland, Portland, and Tacoma by overseeing the business performance across relevant KPIs and conducting deep dive investigations
- Managed and tracked key market metrics to optimize market share, increase ridership, and forecast future user trends
- Partnered cross-functionally with Launch, Strategic Operations, Charger Operations, and Government Partnerships on research and analytics projects to help guide decision making for key internal stakeholders
- Acted as liaison between managers and team members to delegate daily tasks and special projects while managing cross training for East and Latin American markets
- Created and implemented a workflow proposal to exponentially increase nest creation efficiency and reduce labor costs by 50%

**The Shop** Laguna Beach, CA  
*Sales Associate* December 2017-September 2018

- Promoted brand and performed sales activities to meet sales goal set by management
- Analyzed daily sales quotas and assisted in store closing, analyzing and processing daily revenues
- Collaborated with different clothing brands and local artists to plan and implement branding and store events
- Monitored store inventory and reorder points for standard merchandise as well as ordering new items based on clientele preferences

**Dominguez Elementary School** Carson, CA  
*Student Teacher* September 2017-June 2018

- Implemented lesson plans across all subject areas and taught full days in both kindergarten and third grade
- Worked closely with other teachers and administrators to use students' test data to create intervention programs for struggling students in reading and mathematics
- Attended grade level meetings, professional development, and school events
- Researched and taught STEAM lessons with emphasis in science and the arts