

LAUREN HANANO

Community. Creativity. Consistency.

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SKILLS

Web Development

JavaScript
HTML + CSS
WordPress + Webflow
Linux Command Line
Visual Studio Code
Git + GitHub
BlueHost (Hosting)
FileZilla (FTP)

Technical

Microsoft + Google Suite
Adobe Suite + Final Cut + Avid
HubSpot
Asana + Linear
Intercom
Customer.io
Slack

Design

Figma
Adobe XD
Photoshop
Case Studies
Presentations
Competitive Audits
User Research
Personas
Mockups + Prototypes
Accessible + Inclusive Design

EDUCATION

University of

Southern California,
B.A. Cinema + Media Studies

Google,

UX Design Certification
March 2022

EXPERIENCE

Iron Light, Impact Producer, Documentary Films, 2023 - Present

- Develop impact campaign strategies, research relevant issue areas + potential partners.
- Act as a point of contact for clients and maintain the host screening pipeline.
- Lead project management on creative deliverables, collaborating with other departments to complete Electronic Press Kits, Screening Host Toolkits, Movie Posters + Websites.
- Track campaign KPIs + measure the impact of screenings through custom surveys.

Tolstoy, Product Marketing Manager, SaaS, 2022 - 2023

- Conducted qualitative and quantitative research via customer interviews and usability testing to identify client needs and inform product strategy and feature rollout.
- Analyzed client data to optimize workflows, promotions, and tech integrations.
- Conducted competitive audits to identify gaps and opportunities in the market.
- Established new relationships with 50+ SaaS companies and creative agencies, driving 100+ new signups per month.
- Managed a team of SEO writers, content creators, and web designers leading to a 440% increase in social media engagement, 6% increase website traffic over 6 months.
- Led efforts to create the brand's first blog, increasing SEO visibility and contributing 10% of the company's brand website traffic after only 6 months of launch.

Lionsgate, Script Reader + Creative Strategist, 2019 - Present

- Analyze and write report on scripts + books in consideration for production.
- Anticipate which films will align with the studio's business goals and reach target audience groups, including international audiences.

Marketing Consultant + Web Design, Freelance, 2021 - Present

- Design, build and manage websites for multiple small businesses.
- Help clients identify business goals, define actionable roadmaps, and enhance web/digital products through customer centric design.

Participant Media, Executive Assistant, Narrative Film 2018 - 2019

- Identified potential talent; evaluated screenplays + pitched stories to department heads.
- Coordinated meetings between writers, directors, producers + actors; provided professional services for high-level clients.
- Maintained scheduling for development and delivery of 'Best Picture', Green Book.
- Hired, trained, and managed assistants + interns.

Gersh Agency, Talent Assistant + Agent Trainee, 2016 - 2018

- Served as a liaison between casting directors, producers, and actors to make coverage calls, pitch talent and generate contracts.
- Represented actors, secured them roles on top network and streaming TV shows + movies i.e., Star Trek, To All the Boys I've Loved Before, Guardians of the Galaxy.