

LISA FEIERSTEIN

Check out my portfolio ✓
lisafeierstein.com

Contact

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Skills

- Editorial strategy
- Writing
- Brand strategy + storytelling
- Video production
- SEO strategy
- Email marketing
- Thought leadership content
- Copywriting
- Public speaking + presentations

- Ahrefs
- Google Analytics (GA4)
- Klaviyo
- Shopify
- WordPress
- ClickUp (certified)
- Canva
- All major AI tools

Education

/ Brandeis University
BA Business, BA Psychology

(continued)

Associate Director of Innovation

Nov 2021 - Jun 2022

/ dMASS (sustainability startup, company closed) /

Austin, TX

- Strategic role cut across marketing, sales, content, and UX
- Identified key personas while crafting and testing demand gen outreach, with 'read' rates ranging from 35-60%
- Overhauled sales materials, resulting in increased meetings with potential investors and users
- Wrote and ran Naked Value, a weekly newsletter on sustainable innovation
- Ran event marketing strategy for startup showcases (including Capitol Factory's SXSW event), which resulted in increased leads

Senior Manager, Content Marketing

Nov 2020 - Oct 2021

/ Welcome (marketing SaaS, acquired by Optimizely) /

New York, NY

- Led content strategy (for webinars and eBooks) to establish Welcome's authority in marketing work management
- Created keynotes and thought leadership for CEO to present (e.g. "Content Ain't Easy" at the Content Marketing Institute)
- Partnered with CMO to develop elevator pitch, craft demand gen emails, conceptualize campaigns, and coach sales team

Director of Trend Strategy

Mar 2017 - Oct 2020

/ TrendWatching (trend consulting agency) /

New York, NY

- Led team in identifying and presenting B2C trends - which shaped our core services, content, and client strategy
- Oversaw Innovation of the Day daily newsletter, which hit 120,000+ opt-in subscribers in 2020
- Direct revenue contribution (speaking engagements and client projects I led) rose 500% from Q4 2018 - Q4 2019
- Delivered keynotes and innovation workshops for brands including Netflix, The North Face, A&E, Wrangler, and Church & Dwight
- Was a keynote speaker at events including CEN's League of Leaders showcase (April 2022), StorePoint Retail (February 2020), and the NRF Big Show (2018)

Select Highlights

- As sole content resource for BACtrack View, grew organic search traffic 300% YoY and produced multimedia content across blog, video, email, SEO, and competitive positioning (BACtrack)
- Delivered 25+ keynotes and innovation workshops for brands including Netflix and Timberland, and spoke at industry events including the NRF Big Show and StorePoint Retail (TrendWatching)
- Created the "How America Drinks" data report series, earning media coverage in the NY Post, Sports Illustrated, and more (BACtrack)
- Selected by CEO to write flagship web copy and develop keynote presentations for executive speaking engagements (Welcome)