





# LAUREN GUEVARA

laurenguevara18@gmail.com 

408.390.4317 

www.laurenguevara.com 

Linkedin.com/in/  
laurenguevara 

## SKILLS

Communication

Time Management

Accountability

Adaptability

Improving Efficiency

Collaboration

Work Ethic

Self-Motivated

Analytical

Positive

Problem-Solving

## EDUCATION

BA, Business Communications  
Minor, Economics  
Arizona State University  
2010 - 2014

International Business Certificate  
Universitat Autònoma de Barcelona  
2012 - 2012

## PROFESSIONAL PROFILE

My experiences working in both a larger corporation and a small company, I have strengthened my communication and management skills through each different project I have taken on. 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.

## 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 points of contact for 80-100 large groups to discuss contracts, benefits, rates or renewal activities.
- Create sales opportunities through targeted external customer enrollment activities, effective relationships with brokers/consultants & front-line benefit contacts to increase membership, build support for KP and enhance customer loyalty & 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.
- Design, write, produce & distribute a Monthly Health Topic Newsletter for the California Account Management teams to distribute to their brokers & groups. These newsletters help the account managers complete performance goals & help generate valuable conversations. Each newsletter reaches approximately 800 people within the South Bay Service Area & are sent to distribute to 5 other service areas.
- 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.
- Assisted in the event planning, scheduling, staff meetings, speaking engagements, promotional events and conference calls alongside Marketing Manager and CEO.
- Coordinated projects both internally and externally with members in Finance, Operations, Creative and Entertainment departments.
- Part of a fifteen-member team that brings the event from concept to completion. In 2014 the event hosted over 300,000 guests visit and the revenue increased significantly from the previous year.

# LAUREN GUEVARA

laurenguevara18@gmail.com 

408.390.4317 

www.laurenguevara.com 

Linkedin.com/in/  
laurenguevara 

## VOLUNTEER WORK

### DIGITAL EXPERIENCE PRODUCER

RealTime Oakland/Kaiser Permanente's Stretch@KP Program, March 2018 – Present  
Through Kaiser Permanente's Stretch@KP Program I am a part of the team that has created RealTime Oakland. Starting this project from the ground floor gives me the opportunity to bring my millennial insight specifically into the marketing aspect as well as grow within the project as RealTime is gaining momentum. 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. Within less than a year, RealTime Oakland continues to gain steady support from the community and collaborators as well as increased funding from Bernard Tyson to continue to grow this project.

Working at RealTime Oakland my duties and responsibilities included:

- Manage strategy and development of virtual experience and content production.
- Managing a team of 4 to develop a marketing strategy document which we are currently testing and revising while simultaneously preparing for an event.
- Own Hootsuite programming and tracking/analytics while acting as the point person to answer any questions about social media strategy/postings. We have seen quick growth on our social media accounts and have 300+ engaged followers that were organically grown within the first 9 months of launching.
- Produce high quality, thought-provoking/motivational content that integrates with the overall strategy and programming/partnership plan.
- Participate in development of overall brand story and mission of RealTime Oakland.

### ONLINE WEBSITE AND SOCIAL MEDIA LEAD

Relay For Life of Campbell, November 2017 - Present

Relay For Life is a fundraiser for the American Cancer Society. Relay For Life 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:

- Manages the development of social media marketing – in 2018 driving the Facebook engagement up from previous years. In addition, with me starting to create and promote pre-event fundraising events attendance and engagement has gone up for those specific events.
- Curates content/communications, both written and graphics, for different audiences then distributes via social media accounts, website, emails and community flyers.
- Assists in event planning, logistics and execution of fundraising events and monthly team meetings throughout the year.
- Problem solves during event as issues arise using resources on hand.

## TECHNICAL SKILLS

Content Marketing

Customer Relationship  
Management

Social Media Marketing  
Reporting

Project Planning

Microsoft Word, Excel,  
PowerPoint, Outlook

Sales Force

Event Planning

Hootsuite

WordPress

MailChimp

Basic Google Analytics

## EXTRA

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

INSURANCE LICENSE  
California Department of Insurance  
License #0L74792  
Effective 5/15/2017 – 5/31/2021