

Lauren Boulos
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I'm passionate about helping teams learn, grow, and be their best for customers

Experience leading and growing global teams
Content strategy and brand positioning
Creative writing and storytelling
Internal skill-building programs
Public speaking

PROFESSIONAL EXPERIENCE

2022-Present

Amazon Ads, *Manager, Education Training*

- Lead a global team of professional trainers who facilitate advertising webinars and live events
 - Delivered 2.6K live events in 2022, reaching 152K attendees globally
- Developed team from the group up, establishing vision, tenets, processes, and job guidelines
- Established internal upskilling program for trainers, consisting of professional speaker coaching, writing and content personalization workshops, and access to best-in-class virtual trainings
- Spearheaded trainer amplification program—speaker bios and video interviews that established trainers as the face of Amazon Ads education
- Presented on stage at two marquee events, reaching thousands of live attendees and viewers
 - One presentation was the second most-attended of the conference (58 sessions)

2020-2022

Amazon Ads, *Manager, Education Content*

- Led a team of content managers tasked with creating webinar and online educational event content
 - Doubled content output while reducing time to market by 33%
 - Content received 4.5 CSAT YoY, +500 bps above goal
- Developed presentations (including VP keynotes) for industry events, including the Amazon Accelerate, unBoxed, and CES
- Established team tenets, content creation guidelines, and prioritization SOPs
- Spearheaded a new-to-org content format, microlearning videos, to help advertisers understand how to improve campaign performance
 - Created 40 videos within 6 months
 - Generated 500K+ views and \$9M in attributed revenue

2017-2019

Amazon Ads, *Senior Content Strategist*

- Lead content strategy for integrated, global content marketing campaigns across digital channels
 - Developed 100+ content experiences to support advertiser acquisition and retention
- Developed content plans and traffic gen strategies for tentpole campaigns, including Prime Day
- Created and trained teams on content SOPs and editorial best practices
- Established content prioritization and workflow processes for the entire organization

2015-2017

Quidsi, Inc. (an Amazon Company), *Associate Director, Editorial*

- Managed team of copywriters and freelancers; oversaw strategic initiatives for Amazon Family
- Led voice and brand positioning program to elevate Diapers.com, Soap.com, and Wag.com brands
- Led on-site content strategy for 30 shops and guides, generating \$2.6M in incremental revenue

- Implemented editorial best practices on the company-wide level

2011-2014

BeautyBar.com, Casa.com, Look.com, Wag.com (Amazon companies), *Senior Copywriter*

- Developed voice and editorial positioning docs to present to leadership team
- Managed email and site editorial calendars
- Led editorial efforts for Familyhood, a unique platform uniting the 10 Quidsi sites
- Crafted copy for print, open-air, and specialty campaigns

2007-2011

Hazen and Sawyer, P.C., *Principal Marketing Manager*

- Wrote and edited proposals for public and private sector clients
- Researched and crafted award entries to premier state and national competitions. Three projects recognized with highest honor (Diamond Award).
- Collaborated with Marketing Director, Marketing Manager, Corporate Communications Director, and Graphics Manager to create best practices and elevate deliverables

2006-2007

New York University, *Adjunct Instructor of Creative Writing*

- Created course syllabus for intro- and intermediate-level classes (spanning poetry and fiction)
- Helped students develop and refine their original work

2001-2006

O'Brien & Gere, *Marketing Intern*

EDUCATION

New York University – 2007 *Master of Fine Arts in Fiction*

- Graduated *summa cum laude*
- Studied under prize-winning authors E.L. Doctorow, Paule Marshall, and Jayne Anne Phillips
- Short story from thesis manuscript was nominated for inclusion in *The Best New American Voices*

Hamilton College – 2005 *Bachelor of Arts in Creative Writing and French*

- Graduated *magna cum laude*, and with honors in Creative Writing
- Awarded the Thomas E. Meehan Prize in Creative Writing
- Senior thesis received the William Rosenfeldt Chapbook Prize; published by college press