

ELZA LAMBERGS

elzalambergs@gmail.com
262 Taaffe Place #506
Brooklyn, NY 11205
elza.nyc

PROFILE

Strategically-minded designer with a marketing background and knack for creating delightful brand experiences that drive business impact.

EDUCATION

Pratt Institute

Master of Science | 2023 - 2025

- Communication Design
- Concentration in Packaging, Identities, and Design Systems

Tufts University

Bachelor of Arts | 2011 - 2015

- International Relations + Art History
- Magna Cum Laude, GPA 3.7

IES Abroad in Paris, France

French Studies Semester | Spring 2014

SKILLS

- Adobe Creative Cloud
- Figma
- Google Suite
- Microsoft Office Suite
- Adobe After Effects
- Rhino
- Blender
- Procreate
- Canva
- Airtable
- Salesforce & Zendesk
- Wordpress
- LMS
- Camtasia
- Articulate Storyline
- HTML
- Copywriting

LANGUAGES

Fluent in Latvian
Proficient in French
EU Passport holder

WORK EXPERIENCE

Airtable

Educational Content Lead | Oct 2022 - Present

- Write, design, and produce videos, quick reads, and e-books for marketing campaigns — continuing this work on a part-time basis while pursuing graduate school
- Elevate production standards for videos by continuously updating branded templates and recording process to improve audience engagement rate
- Increased product knowledge across 1,000+ target accounts, while saving 1,600+ hours of time for Customer Success team for 2023

Educational Content Designer | Sept 2021 - Oct 2022

- Developed Airtable's first comprehensive and sequenced learning path complete with product guides, interactive workshops, and videos
- Built trust with key partners across Customer Success team to address learning gaps and create a feedback loop for content
- Contributed to sales goals with educational videos and webinars, outperforming lead generation targets every quarter since joining the team

Super Coffee

Senior Content Marketing Manager | Mar 2020 - Sept 2021

- Promoted to report to SVP of Marketing Team and oversee content strategy for fast-growing food & beverage company
- Developed strategy for editorial calendar including social, email, and SMS channels, growing subscribers by 30K and driving \$1.5M+ in sales
- Managed content development and community of 183K followers across social channels, resulting in 142% increase in follower growth and 67% increase in engagement rate year over year
- Managed two direct reports, content creators and agency partners to drive quality content production from briefing to delivery

Content Marketing Manager | Sept 2019 - Mar 2020

- Reporting to Creative Director, conceptualized and designed content to support marketing campaigns on all digital channels
- Established campaign plan for successful launch of first hot coffee product including briefing digital content creators and directing photoshoot, resulting in \$240K sales in first three months

Casper

Learning Experience Designer | Mar 2018 - Sept 2019

- Designed 90-day onboarding program, combining live and digital instruction to support 100+ new store and outlet openings
- Optimized new product trainings, leading to a 10% increase in conversion rates across CX team

Customer Experience Training Associate | Oct 2016 - Mar 2018

Customer Experience Specialist | Sept 2015 - Oct 2016