

# Lauren Morris

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I used to be funny now I work in tech. I have over 20 years of experience and pivoted to being a Product Manager just over two years ago. I am passionate about driving impactful products and bringing them to life by leveraging my skills and talent in product development.

## Skills

- Miro
- Asana
- HotJar
- Figma
- Research
- Notion
- Whimsical
- Looker
- HTML, SQL

## Education

**Simmons College**, Boston MA- Master's of Arts, Library and Information Science

**Rollins College**, Winter Park FL- Bachelors of Arts, Sociology

## Certifications\*

- Digital Product Management, Modern Fundamentals, Professional Certificate, University of Virginia
- Learn UX/UI Design, Professional Certificate
- Project Management - Google
- Accessibility: Disability Etiquette, Overview of WCAG, Global Laws - eSSENTIAL Accessibility
- Proposal Writing -Edyth Bush Institute for Philanthropy & Nonprofit Leadership at Rollins College
- Prepare Data for Exploration - Google
- Rollins College EBI for Nonprofit Leadership, Winter Park FL-Certificate, Grant Proposal Writing
- The Marketing Seminar, Online- Certificate, Marketing/Business Administration

\*Full up-to-date list found at: <https://www.linkedin.com/in/lauren-morris/details/certifications/>

## Experience

### **CommonLit, Inc. Remote- Product Manager**

*Current*

- Led 5 cross-functional teams from product conception through launch and multiple iterations. Increased the number of teachers using the flagship product by 40% (from 7,000 to 9,800).
- Improved UX measures by 25% through increased user feedback collection, synthesis of solutions, and more frequent iteration to customer needs.
- Develop and maintain product documentation
- Determine metrics that matter to the success of the product based on qualitative and quantitative data
- Design product mock-ups and prototypes

### **AdLib Theatre Company, Winter Park FL- Founder, Artistic, and Managing Director**

*2015-2020*

- Conceptualize, plan, and execute campaigns and events

- Grew business 60% over tenure with new products, improved marketing, and lower costs.
- Supervise the theatre's workflow, assign project workload, monitor deadlines and budgets
- Improved profit margin by 30% by sourcing new vendors and negotiating favorable contracts.
- Create and implement marketing plans
- Develop and implement training programs for clients and students
- Create operational policies and oversee the volunteer program
- Responsible for social media, online marketing, and PR relations

**Florida Crossroads Magazine, Lake Mary FL- Associate Editor**

*2011-2014*

- Define user stories and acceptance criteria based on customer input and feedback
- Research information for project-specific areas
- Ensure the accuracy and quality of written materials
- Support contracted writers
- Provide fact-checking and research tasks
- Adhere to strict guidelines

**Bassett Management Services, Altamonte Springs FL- Company Manager**

*2004-2010*

- Design and implement business plans and strategies to promote the attainment of goals
- Ensure the company has adequate and suitable resources to complete its activities
- Supervise employees and provide feedback and counsel to improve efficiency and effectiveness
- Maintain relationships with partners/vendors/suppliers
- Create and maintain project timelines for projects
- Assess overall company performance against objectives
- Gather, analyze and interpret external and internal data and write reports

**Valencia College, Winter Park, FL- College Librarian**

*2002-2004*

- Consult with faculty, staff, and students in analyzing, identifying, and fulfilling their information needs
- Deliver classroom instruction to strengthen information literacy skills
- Select, organize, and facilitate access to information in a variety of formats
- Provided instruction on library services
- Supervised student workers
- Assisted patrons in the use of library materials, library-specific databases, and audio-visual equipment.

**Harvard Law School, Cambridge, MA-Interlibrary Loan Librarian**

*1999-2001*

- Managed interlibrary loan materials and document delivery
- Select, organize, and facilitate access to information in a variety of formats
- Evaluated, recommended, and implemented new technologies and service models
- Represented the University with consortium partners at the state, regional, and national levels.
- Ensure copyright compliance
- Prepare monthly and annual reports
- Advise for collection development, maintaining, and troubleshooting software and hardware