

Shira Moskowitz

shiraymoskowitz@gmail.com · New York, NY

Tenacious enthusiasm. People-focused. Passionate about customer education & operations.

EXPERIENCE

Manager, Customer Education

Hopin | February 2022 - Present

- Create and lead Hopin's customer education strategy by establishing goals & OKRs, and tracking KPIs
- Manage a team of 2 content builders to produce video & written content for Hopin Learn (500 Monthly Active Students) & the Help Center (70k monthly views)
- Partner with cross-functional leaders to understand the content needs of customers and internal teams

Customer Success Program Manager

Hopin | March 2021 - February 2022

- Created Hopin Learn curriculum and webpage to enable customers to use multi-product event platform
- Built and launched external Learning Management System (Skilljar) to host courses and certifications

Customer Success Lead

Violet | September 2020 - February 2021

- Built Help Center to make onboarding process self-serve by writing 40 articles & producing 10 videos

Community Manager - Tier 2

WeWork | November 2019 - May 2020

- Implemented and upheld standards including team meetings, 1:1s, daily stand ups, time-keeping procedures
- Built relationships with 60 accounts & collaborated with internal partners to ensure successful renewals
- Solved member-reported concerns for 1700 members via Zendesk to address operational and technical issues

Community Manager - Tier 1

WeWork | May 2018 - November 2019

- Managed performance of a team of 8 full time employees and promoted high-performing employees
- Opened a new location dedicated to enterprise clients by liaising between internal and external stakeholders
- Created WeWork Large Office Playbook which was distributed to WeWork teams globally
- Presented *WeTalk* to 500 people to ensure customers had a consistent experience at all 70 locations regionally

Community Lead

WeWork | July 2017 - May 2018

- Planned events for 1700 members and converted 2 vacant floors into private event space to increase revenue
- Managed all aspects of the sales process including tours, office upgrades, and extending commitment terms

Program Associate

Goldring/Woldenberg Institute of Southern Jewish Life (ISJL) | June 2015 - June 2017

- Wrote and implemented Judaic studies curriculum for elementary through high school students
- Created and facilitated teacher trainings to support religious school teachers' use of the ISJL curriculum

EDUCATION

University of Michigan College of Literature, Science, & the Arts *Ann Arbor, MI*
Bachelor of Arts with Distinction and High Honors in Organizational Studies

Shira Moskowitz

shiraymoskowitz@gmail.com · New York, NY

Tenacious enthusiasm. People-focused. Passionate about customer education & operations.

Thesis: Gender and Leadership among Reform Rabbis in the US and Canada