

Shira Moskowitz

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Tenacious enthusiasm. People-focused. Looking for roles in customer education & enablement.

EXPERIENCE

Hopin

Manager, Customer Education & Enablement *February 2022 - November 2022* (impacted by layoffs)

- Created and led Hopin's customer education strategy by establishing goals that met the needs of the wider business and tracked KPIs to assess the performance of the education programs
- Managed a team of 3 content builders to produce video & written content for Hopin Learn (500 Monthly Active Students), the Help Center (70k monthly views), and internal product training
- Launched Seasons of Growth mentorship program for support reps to learn other areas of the business

Customer Success Program Manager *March 2021 - February 2022*

- Designed & Launched Hopin Learn curriculum and webpage to empower customers to use Hopin
- Implemented external LMS (Skilljar, Workramp) to host courses & certifications for customers & partners

Violet

Customer Success Lead *September 2020 - February 2021*

- Designed help center to make onboarding process self-serve by writing 40 articles & producing 10 videos

WeWork

Community Manager - Tier 2 *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 *May 2018 - November 2019*

- Managed performance of a team of 8 full time employees and promoted high-performing staff
- 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

Community Lead *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

Goldring/Woldenberg Institute of Southern Jewish Life (ISJL)

Program Associate *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

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