

SHIRA MOSKOWITZ

(516) 574-3147 | shiraymoskowitz@gmail.com | New York, NY

Customer education and program management leader with 7+ years of experience designing learning content and managing teams, passionate about implementing scalable solutions to ensure diverse individuals succeed.

EXPERIENCE

Hopin, Remote, USA

Mar 2021 – Nov 2022

Manager: Customer Education and Enablement, Feb 2022 – Nov 2022

- Created and led education team of 3 content builders and developed strategy to improve adoption and retention of Hopin products via Hopin Learn (500 MAU), Help Center (70k MAU) and employee training (450 users)
- Launched Seasons of Growth mentorship program for support reps to learn other areas of the business, enriching the skill set and opportunities of 6 high-performing reps who completed the program
- Collaborated with cross-functional teams including Product, Marketing, and Customer Success to ensure the education program was implemented consistently and effectively throughout the customer journey

Customer Education Program Manager, Mar 2021 – Feb 2022

- Designed and launched Hopin Learn curriculum and webpage, managing cross-functional team of design, analytics and marketing, to scale Hopin's self-serve business and increase events hosted by this segment
- Implemented external LMS (Skilljar, Workramp) to host courses and certifications for customers and partners, increasing course engagement by 3X

Violet, Remote, USA

Sep 2020 – Feb 2021

Customer Success Lead

- Built Help Center content library on Intercom support platform, writing 40 articles and producing 10 videos to make onboarding process self-serve in preparation for Go-to-Market launch

WeWork, New York, NY

Jul 2017 – May 2020

Community Manager, May 2018 – May 2020

- Managed performance of a team of 8 full time community and operations employees and promoted high-performing staff to open new locations by providing coaching and feedback
- Created WeWork Large Office Playbook, by piloting different approaches to managing Enterprise-only locations, Playbook was distributed to teams globally
- Launched a new location dedicated to enterprise clients by liaising between internal and external stakeholders, ensuring successful move-in for 4 companies each with 60-200 employees

Community Lead, Jul 2017 – May 2018

- Optimized space planning, converting 2 vacant floors to private event space generating incremental revenue and driving interest in the floors which led to their sale
- Managed all aspects of the sales process including tours, office upgrades, and extending commitment terms, to maintain building occupancy of at least 90%

Goldring/Woldenberg Institute of Southern Jewish Life (ISJL), Jackson, MS

Jun 2015 – Jun 2017

Program Associate

- Wrote and implemented Judaic studies curriculum for elementary through high school students, by assessing knowledge gaps and utilizing instructional design methodologies to build custom learning modules
- Trained hundreds of adults across a 13-state region to use company's curriculum with in-person trainings, these personalized resources supported education programs for thousands of learners

EDUCATION

University of Michigan, College of Literature, Science & the Arts, Ann Arbor, MI

May 2015

Bachelor of Arts in Organizational Studies, Distinction and High Honors

ADDITIONAL

- **Certifications:** Skilljar Professional-Basic, Workramp Instructional Design, Mastership in Customer Success for Impact
- **Awards:** ACE Program 2022 Runner Up
- Creator and host of Counter Programming Podcast (100k+ downloads and featured by Apple Podcasts)
- **Interests:** Running (training for a half marathon), podcasts, Peloton, meal prep, stand-up comedy