

# Elizabeth Spencer

[Elizabeth.Spencer@colorado.edu](mailto:Elizabeth.Spencer@colorado.edu) 301.529.9278

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## EDUCATION

### University of Colorado at Boulder

*MBA Candidate Class of 2016*  
(August 2014- Present) Boulder, CO

- Graduate Real Estate Association, Leeds Entrepreneurship Alliance, Women in Business, MBA Ambassador

### University of Maryland

*B.A. in Communications and English*  
(August 2006-May 2009) College Park, MD

- University Senate and Student Conduct Committee, 2006-2008
  - Dean's List and Alpha Lambda Delta Honor Society, Phi Eta Sigma Honor Society, Member of Kappa Kappa Gamma.
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## INTERNATIONAL EXPERIENCE

Copenhagen Business School - International Communications

(Spring Semester 2008) Copenhagen, Denmark

University of Maseru - International Public Health

(Winter Semester 2007) Maseru, Lesotho

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## WORK EXPERIENCE

### Groupon, Inc.

(December 2011 – May 2014)

#### *National Account Manager II*

Chicago, IL

- Managed over 100 multi-million dollar accounts (on average 14.3M), 165 avg. advertisement campaigns per week in 3 continents, developed client specific advertising campaigns to maximize ROI, including clients: M&Ms, AAMCO, Jazzercise, Busted-Tees, Barclay's Wine.
- Created rebranding project of Barclay Wines into Heartwood and Oak Wine to increase sales and target new customer segment, constructed new brand, managed strategy for third party review sites, and formulated retail pricing. Produced \$1M in sales, and acquired new customer base with minimal brand cannibalism.
- Lead National operational project, streamlined Groupon's internal redemption process with Sparkfly Inc.'s POS redemption system, connecting the two internal systems for National clients, corrected widespread company misalignment and solved client issues. With this success, Groupon purchased Sparkfly in 2013.
- Performed and analyzed big data inquiries using SQL and Enterprise Teradata Warehouse to gain valuable insight into large scale customer demographics and financial and performance data.

#### *New York City, Account Manager*

- Marketed advertising campaigns for high-end NYC businesses, maximizing ROI and enforced contract negotiation, deal structure set up, market feature confirmations, prepared individual location, and provided technical support and financial analysis of campaign performance.
- Launched new B2B products and facilitated sales. Selected as one of the first Account Managers to promote Groupon Rewards Program and NOW Program, personally secured over 85% of existing clients.

### Lori Graham Design

(May 2006 – November 2011)

#### *Financial and Time Line Project Manager*

Washington, D.C.

- Lead "Residential Installations," while coordinating with general contractor, architect and crew managing final stages of construction and design phases, created and managed timeline and schedules.
- Directed all social media platforms and executed PR events, including 2010 Silent Auction for Leukemia and Lymphoma (raised \$22.5k) and 2008 Transformer Silent Auction Annual Event.
- Used Design Manager to create client monthly statements and coordinated payments with 20+ clients. Managed Accounts Payable/Receivable, WIP, employee time, and showroom inventory amounts. Created payment plans for specific clients and maintained client relationships for continued sales and projects after end date.
- Managed all summer and semester interns, trained new employees in Design Manager regarding procurement and invoicing.

#### *Designer*

- Designed and procured pieces for low-budget (less than \$10k) projects, remained below budget and aesthetically pleasing.
- Pitch potential new clients, create and implement design budgets.
- Oversaw and designed photo-shoot concepts for press including: Metropolitan Home, Home & Design, The Washington Post, The Washingtonian, Renovation Style, and Spaces.