





LAUREN MITCHELL

CONTACT

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EXPERTISE

Stakeholder Engagement
Research and Due Diligence
Reporting & Governance
Time/Staff Management
Cross-Functional Collaboration
Global Project Management
Sourcing and Evaluation
Special Event Execution

EDUCATION

Executive Program in Social Impact Strategy

University of Pennsylvania

Master of Science, Professional Writing & Technical Communications

University of Houston-Downtown

Bachelor of Arts, Public Relations & International Communications

Texas Tech University

ACHIEVEMENT

Certified Continuous Innovation & Lean Canvas Coach

LeanStack

Executive Fellow

Make Startups

Advisory Committee Member-Social Change Leadership Initiative

Panorama Global

SUMMARY

A dynamic and results-oriented leader with strong analytical skills, financial acumen, and unique blend of systems thinking, strategic insight, and hands-on operations.

CAREER EXPERIENCES

Social Impact Lead Advisor

MASSCHALLENGE | 1/2024 – present

Designing and executing a fellowship program for growth stage social entrepreneurs contending with complex, systemic challenges

- Responsible for the operational and financial management of the Social Impact Fellowship
- Execute relationship building and networking programs to connect startups to potential customers, investors, academic researchers, and partners
- Continually assess and direct a wide range of programmatic milestones including bespoke events, active forums, and high-value introductions

Vice President, Global Community

MASSCHALLENGE | 1/2023 – 1/2024

An interdisciplinary leader blending analytical, strategic, communication and relationship-building skills to drive meaningful support for social entrepreneurs and partners globally

- Member of leadership team with business outcome responsibility and strategic ownership over marketing, community, and external relations
- Implemented creative initiatives (virtual and in-person) to enhance stakeholder experience, resulting in increased participation and satisfaction rates
- Developed and led cross-functional, community-led strategies aimed at growing engagement, retention and driving growth for partners/donors worldwide
- Led a team in executing high-impact events and bespoke programs, cultivating a vibrant community of entrepreneurs and industry leaders
- Experience with sourcing, evaluating, and managing relationships with portfolio companies and investors

Senior Director, Community

MASSCHALLENGE | 1/2022 - 12/2022

Led a team of six and provided strategic leadership and execution in marketing and external relationship management to promote programs and events

- Created an operations playbook and built out a team responsible for the experience of over 3,000 stakeholders with emphasis on project management and event curation adding value to members, advancing DEIB principles, and increasing membership retention rates
- Advised an array of startups in areas of fundraising, strategic partnerships, and community-driven growth

Director, Program + Operations

MASSCHALLENGE | 5/2019 - 12/2021

Spearheaded the successful launch of a non-profit, no-equity accelerator program while creating and implementing operating metrics, including community building and events

- Managed daily operations while overseeing staff and multiple locations to foster donor engagement and scale programs
- Developed impactful and strategic partnerships with multiple stakeholders to drive business development leading to 3M in sponsorship in 24 months

LAUREN MITCHELL

SKILLS

Social Media Platforms
Google Workspace
Data Analytics platforms
Financial Models
Salesforce
Microsoft Office
Adobe Creative Suite
CRMs
Airtable
PMS – Asana
Hubspot
Event platforms

LANGUAGES

ENGLISH – Native
SPANISH – Limited

ADDITIONAL EXPERIENCE

Angel Investor and Advisor

Various Startups

Judge & Mentor

Startup Prize, Rice Business Plan
Competition, Founders First &
Black Ambition Prize

Venture Associate-Social Impact and Community Building

SWAN Impact

Deal Partner

Ganas Ventures

CAREER EXPERIENCES Cont.

Head of Marketing and Brand Partnerships

DISCOVERY GREEN CONSERVANCY | 3/2017 - 4/2019

Crafted strategies for marketing team and events including digital, advertising, external communications and creative while executing customized strategies for partners and donors

- Spearheaded marketing and brand partnership campaigns to enhance the visibility and reputation of organization and donors
- Cultivated strategic partnerships with corporations and donors to sponsor events and initiatives, driving revenue and community engagement
- Launched inaugural membership program, maintained VIP database, and explored retention options at scale by collecting and expanding on user feedback and feedback loops

Purpose-led Brand Strategist and Marketing Advisor

REN MITCHELL CREATIVE | 4/2013 - 3/2017

After launching my own business, I began connecting and creating with other entrepreneurs to help sort their business vision into action

- Developed positioning recommendations, guided market analysis and defined brand elements for clients
- Provided consulting services to small businesses and non-profits to improve processes for branding, marketing, customer engagement, and go to market strategies
- Assisted clients in implementing digital marketing initiatives, including social media campaigns and email marketing

Marketing & Events Manager

WRITERS IN THE SCHOOLS | 6/2011 – 4/2013

Led a team of six and spearheaded a 10-year strategic plan for both communication and development departments

- Coordinated and developed marketing policies, events, and campaigns, effectively reaching target audiences and increasing program participation
- Gathered and analyzed information to identify new markets and customers, demand for programs and services, and efficacy of existing fundraising campaigns and strategies
- Planned and executed diverse events, including fundraisers and workshops, ensuring seamless coordination and execution
- Collaborated with internal and external stakeholders to develop engaging content and collateral, enhancing brand visibility and audience engagement

Various Positions in Marketing, Public Relations, and Teaching

VARIOUS | 8/2007 – 6/2011