

Lauren Salitan

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EDUCATION

CUNY City College of New York

Bachelor of Arts (B.A.)

Fall 2019 - Spring 2022

Area Studies - Jewish Studies; Minors in Public Policy and Public Administration and Sociology

3.941 GPA; Summa Cum Laude; Dean's List; Colin Powell Climate Policy Fellowship; Kaye Scholar; Jewish Studies Scholarship Recipient; Valedictorian Nominee

RELEVANT EXPERIENCE

NYC Accelerator - Mayor's Office of Climate and Environmental Justice- ICF

Energy Efficiency / Renewable Outreach

December 2021 - Present

Intern

September 2021- December 2021

- Assumed the role of the Workforce Development Specialist to manage the NYC Accelerator Internship Program; Matched the greatest number of interns at the highest rate, increasing the successful match rate by over 75%; Recruited the largest number of unique employers in the program's history; Assisted employers in applying for and accessing to financial aid incentives leading to over \$35,000 in savings
- Solar lead generation - Assessing utility bills for various building types to determine solar potential; Introduced a business development strategy to promote the program to solar leads, resulting in over 15 new accounts; Connecting and assigning leads to appropriate account managers
- Recognition Program Participant Engagement Investigation - Quantified current recognition platform engagement of over 125 participants for the Mayor's Carbon Challenge; Researched competitor programs to identify areas of improvement for partner relationships
- Development of marketing collateral - Produced website content for <https://www.nyc.gov> and <https://accelerator.nyc> to increase public understanding of legislation and financing applicable to various building types; Copywriting and copyediting for monthly/ quarterly reports and quarterly newsletter; Created a PowerPoint Master Slide Library of >350 slides on all program material, streamlining the outreach process and improving the team's efficiency.
- Created a service design blueprint used as a program manual to develop a roadmap for 19 team members across 6 departments, speeding up onboarding for new joiners, driving consistency across the organization.
- Created an outreach strategy to recruit M/WBEs to participate in an RFQ for Service Providers; Spearheaded an initiative to reach out to association organizations in order to reach more prospects while minimizing required resources; Utilizing tools such as Salesforce and Property Shark to investigate typically challenging-to-reach contacts for potential participants from lower-income neighborhoods
- Produced and maintained a database for incentive and financing opportunities as a customer support resource
- Facilitated the assignment of 700+ clients to new account managers following a restructure

Harbor SEALs - Billion Oyster Project

Senior Project Manager

September 2018 - June 2019

Junior Project Manager

September 2017 - June 2018

- Oversaw 30 volunteers and interns in all aspects of research assessing the state of the New York Harbor - Planned and executed research proposals, data collection, and training; Led and coordinated over 15 team sampling expeditions and 30 in-lab activities
- Quality assurance oversight and assessments of research findings - Data verification, evaluation, and usability and ensuring completion of corrective actions; Supervised the analysis, and arranging of data
- Research presentation - Technical and scientific writing for final research findings and drafting, preparing, and presenting research to stakeholders; Led advocacy events with local politicians, community members, and influencing decision-makers; Presented the program to over 400 global representatives and on live television at the United Nations for World Ocean Day

Department of Sanitation - Earth Matter NY

Zero Waste Project Sustainability Intern

September 2016 - June 2019

- Gained on-the-ground insight into large scale waste management, the problems, and related opportunities to improve sustainable practices

Advanced Holistic Center

Administrative Assistant

September 2018 - June 2019

- Handling communications with clients for appointments, payments, answering questions and customer service needs
- Drafting and proofreading external communications for newsletters, promotions, and informative material
- Maintaining materials, office equipment, and general upkeep of the space