

EARLYBIRD EDUCATION

As a small start-up, Early Bird identified key program areas that needed attention and did not have the resources available to manage them internally.

PROJECT ENGAGEMENT

Consumer Pilot Program Management

Managed the coordination and support of the operations of the consumer pilot program in partnership with multiple partners. Outlined first version of promotional materials and parent-facing resources for consumer program. Scheduled and managed regular status updates and conducted outreach to parents to gather feedback on the services received.

Grant Funding

Collaborated with team members in grant writing opportunity with community foundation for a multi-year NYC Charter Schools opportunity. After the grant's approval, project-managed customer implementation and evaluation process throughout the fall of 2021.

Marketing Program Recommendations

Analyzed and audited marketing efforts. Outlined and defined program goals for 2021-2022 school year and outlined recommendations for marketing focus. Based on recommendations, managed the execution for several program areas including social media, email marketing, and the creation of several new product collateral materials for the growing sales team.

Susan Bucci

EDTECH GROWTH MARKETING
STRATEGIST



EarlyBird

As a newly launched fast-paced start-up, we engaged Susan to jump-start our marketing efforts - attracted to her experience in the education technology market. With little marketing planning in place, Susan quickly assessed the situation, got to know our team culture, and became a trusted partner - as a strategist, a planner, and a doer. She made recommendations for our marketing program with a goal of increasing awareness for the 2021-2022 school year, from which we were able to see immediate results. As we became aware of her breadth of skills and expertise we extended our engagement beyond marketing to also include project management, events, grant-writing, and more. Susan is smart, capable, a delight to work with, and gets things done. We highly recommend Susan to any EdTech startup or small organization as a fractional marketing professional, consultant, or project lead if you are looking for a partner who will help you drive results in your marketing program.

**SUSAN
BONAIUTO**

Director, Strategic Initiatives
EarlyBird Education

RESULTS

- Collaborated with literacy specialists to outline parent and community-facing resources needed to support consumer program efforts. Collected and summarized parent feedback from pilot efforts to inform program improvements.
- Led the coordination and grant writing to secure over \$200,000 in grant funding for a multi-district NYC charter school implementation. As part of the engagement opportunity, recommended and secured promotional marketing opportunities including customer videos, testimonials, and case studies.
- Achieved a 36% average open rate and 4.27% average click rate in the first six months of the newly launched email marketing program to generate increased awareness and impressions for product launch in the fall of 2021.