

# SHIRA MOSKOWITZ

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*Enablement and program management leader with 8+ years of experience designing learning programs and managing teams, passionate about implementing scalable solutions to ensure diverse individuals succeed.*

## EXPERIENCE

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**PlayOn Sports**, Remote, USA

Aug 2023 – Nov 2024

*Senior Customer Experience Enablement Manager, Aug 2024 – Nov 2024*

- Launched Quality Assurance program and tool (ZendeskQA) to improve service delivery and provide agents with frequent feedback from their direct supervisors
- Developed and facilitated training on 1:1s for managers and employees to ensure development check-ins occurred, and created 1:1 template in HRIS for individuals to track their progress
- Created onboarding program for two new roles (Field Service Technicians & Operations Specialists) by working with key stakeholders to understand the responsibilities of these jobs and align with organizational changes
- Managed Education Content Writer to own the complete overhaul and re-launch of knowledge bases for PlayOn's different user personas (technicians, fans, and schools)

*Customer Experience Enablement Manager, Aug 2023 – Aug 2024*

- Led 2 offsites for 30 Customer Experience Managers by collaborating with CX SVP to plan and develop program content to standardized leadership practices, build rapport, and train on relevant skills
- Implemented Learning Management System (Paylocity) by leveraging existing HR software to deliver 25+ product and process focused trainings at scale across a team of 140 customer experience agents and managers
- Wrote weekly manager update and facilitated quarterly CX All Hands to improve communication and morale across CX

**Hopin**, Remote, USA

Mar 2021 – Nov 2022

*Manager: Customer Education and Internal 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, 92% CSAT), Help Center (70k MAU), and employee training (450 users)
- Launched highly selective Seasons of Growth mentorship program for support reps to learn other areas of the business, enriching the skills and opportunities of 6 high-performing reps who completed the program

*Customer Education Program Manager, Mar 2021 – Feb 2022*

- Designed and launched award-winning customer education program (Hopin Learn) at a global scale, managing cross-functional team of design, analytics and marketing, to increase customer confidence and retention
- Implemented LMS (Workramp, Skilljar) to host courses and certifications for customers and partners, increasing course engagement by 3X from initial Hopin Learn live events and webpage
- Facilitated live, virtual trainings for groups of 20 customers to onboard and maximize their usage of the platform, successfully scaling Hopin's customer success processes to support the growing customer base

**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 opening and managing Enterprise-only locations, Playbook was distributed to teams globally

*Community Lead, Jul 2017 – May 2018*

- Managed all aspects of the sales process including tours and office upgrades to maintain building occupancy of 90%

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

Jun 2015 – Jun 2017

*Program Associate*

- Wrote Judaic studies curriculum for school-age students, by utilizing instructional design methodologies
- 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

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

Sep 2011 – May 2015

*Bachelor of Arts in Organizational Studies, Distinction and High Honors*