

# DONNA LAZARESCU

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## SUMMARY

Workforce development and program leader with 10+ years of experience designing and executing end-to-end training, operational, and cross-functional programs while managing high-performing sales and business development initiatives. Skilled in onboarding, certification, curriculum development, performance metrics, and revenue-driving process management. Proven ability to manage projects, track milestones, optimize resources, and lead continuous improvement initiatives across technical and service environments. Experienced in driving measurable results through structured workflows, B2B/B2C pipeline management, and cross-functional stakeholder alignment. M.S. in Industrial-Organizational Psychology

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## COMPETENCIES

End-to-End Training Programs • Onboarding & Certification • Training Strategy • Program Roadmaps • Milestone Tracking • Risk Management • Budget & Resource Planning • Performance Metrics & Reporting • Continuous Improvement • Cross-Functional Alignment • Stakeholder Management • Operational Coordination

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## TOOLS

- Project Management: Asana, Trello, Monday.com, Jira (familiar)
  - CRM & Operations: Salesforce (proficient), CRM platforms
  - Reporting & Analysis: Excel (dashboards & KPI tracking), data reporting tools (basic)
  - Financial Systems: Budget & financial tracking systems (basic)
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## EXPERIENCE

### **88 Products, LLC — Partner & Director of Sales**

Irvine, CA | 11/2023 – 05/2025

- Owned end-to-end operational programs including product lifecycle, pricing strategy, fulfillment workflows, and revenue execution

- Built scalable program documentation, milestone tracking systems, and performance dashboards to measure progress and support business growth
- Partnered cross-functionally with manufacturing to resolve product quality issues, implement design improvements, and strengthen service readiness
- Managed vendor relationships, negotiated deliverables, aligned production capacity, and recruited/led remote support staff through structured workflows and accountability metrics
- Developed and managed a structured B2B pipeline of ~300 leads, implementing systematic outreach and follow-up processes

### **Victorya Enterprises, LLC — Independent Consultant**

Irvine, CA | 01/2017 – 11/2023

- Managed recruitment, payroll, and operational coordination across 75+ promotional events and projects over seven years
- Oversaw 10+ media production projects, coordinating cross-functional teams from kickoff through completion
- Created and tracked project budgets and financial transactions, achieving 15–25% cost reductions through structured spending and resource allocation
- Built and implemented standardized workflows and reporting systems to improve project efficiency and delivery

### **LoanDepot — Account Executive**

Irvine, CA | 02/2021 – 06/2023

- Managed residential client portfolio with 90%+ customer satisfaction (vs. 82% company average)
- Closed \$25M in year 1 and \$30M in year 2 through structured process management and consultative engagement
- Partnered cross-functionally with underwriting and operations to align solutions with compliance and risk requirements
- Tracked performance metrics and milestone progress to consistently exceed goals

### **KiwiTech — Director of Strategic Partnerships**

New York, NY | 11/2018 – 04/2021

- Managed end-to-end startup engagements from SLA to contract close across SaaS, Fintech, and eCommerce sectors
- Coordinated cross-functional engineering and delivery teams to align scope, milestones, and interdependent deliverables
- Identified and mitigated project risks, dependencies, and resource constraints in fast-paced startup environments
- Led executive stakeholder communications to align delivery milestones, support contract renewals, and drive long-term client retention

### **Farmers Insurance — District Trainer / Sales & Marketing Manager**

Irvine, CA | 07/2014 – 06/2016

- Owned district-wide onboarding and development programs for 120+ agents and teams; delivered weekly training on CRM, digital campaigns, and sales performance (classes of ~15 business owners)
- Built KPI dashboards and performance tracking systems across a \$50M+ annual premium market; drove 8% YOY growth through cross-line initiatives
- Managed marketing expense allocation and monitored sales activity across 120 agencies to optimize ROI
- Designed and presented omni-channel campaign strategies and performance insights at company-wide seminars
- Partnered with leadership to implement enterprise initiatives and support business owners in achieving strategic goals

### **Dana Auto Transport — Independent Operations Support (Part-Time)**

California | Ongoing

- Supported fleet operations including scheduling, compliance documentation, and operational coordination
  - Assisted vendor communication to maintain service continuity and minimize downtime
  - Gained knowledge of fleet maintenance cycles, risk mitigation, and service readiness constraints in semi-trucking operations
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## **EDUCATION**

### **M.S. Industrial-Organizational Psychology & Management**

Vanguard University of Southern California

### **B.S. Health Science**

California State University, Fullerton

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## **CERTIFICATIONS**

- Coursera — Google Project Management Professional Certificate (In Progress)
- USC — Six Sigma Green Belt
- iPEC Coaching — Leadership Development
- Harvard Business School Online — Business Analytics, Economics, Accounting