

## SUMMARY

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Data-driven marketing leader with over 15 years of experience architecting and optimizing successful campaigns and tests. A customer-centric engagement expert, recognized for fostering authentic stakeholder relationships, implementing innovative solutions, and delivering exceptional results for companies across software, ecommerce, and entertainment.

## SKILLS

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Product Marketing, B2C Marketing, B2B Marketing, Go-To-Market Strategy, A/B Testing, Audience Segmentation, Market Research, Persona Research, Occasion-Based Research, Competitive Analysis, Performance Analysis, Reporting, Product Positioning, Value Propositions, Project Management, Stakeholder Management, Community Management, Sales Enablement, Design-Centric Approach

## EXPERIENCE

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**Teak.io** - Portland, OR (Remote)

March 2024 - Present

### **Product Marketing Consultant**

Defined the differentiations and value of the premier CRM platform for f2p games, ensuring brand clarity and strong positioning.

- **Competitive Positioning:** Developed a strategic playbook showcasing Teak's unique strengths, increasing market perception and solidifying its position as the CRM platform leader for live game operations.
- **Data-Driven Persona Development:** Mapped studio structures using data-backed insights to refine value propositions, demonstrating Teak's advanced capabilities and alignment with stakeholder needs.

**Fandom** - San Francisco, CA (Remote)

Aug 2021 - Feb 2024

### **Global Product Marketing Manager**

Developed and tested data-driven engagement, segmentation, and conversion strategies across fandom's global portfolio of brands.

- **Engagement & Monetization:** Pioneered a product positioning strategy to align with user motivations, using occasion-based insights, that increased conversion rates by 15% and accelerated feature adoption.
- **Touchpoints & Messaging Segmentation:** Increased feature engagement by 500% with dynamic discovery units, leveraging Optimizely's experimentation tools to optimize surfacing mechanics.
- **Rapid Experimentation:** Built and optimized >10 monthly test-and-learn experiments across the portfolio to align user needs with business goals, leading to a 2x increase in GTM feature adoption and \$5M in quarterly incremental revenue.
- **Conversion Optimization:** Improved user experiences for key audience segments with dynamic landing pages, increasing subscription conversions by 10% and establishing a seamless onboarding experience.

**PLAYSTUDIOS** - Austin, TX

Nov 2018 - Aug 2021

### **Senior Lifecycle Marketing Manager**

Drove KPI improvements by developing highly optimized lifecycle strategies and integrating data-driven retention frameworks.

- **Onboarding:** Designed a streamlined onboarding experience, by analyzing drop-off points and user behavior, that led to an 80% completion rate, increasing retention and driving sustained player engagement.
- **Lifecycle & Retention Strategies:** Engineered a multi-channel lifecycle framework that incorporated behavioral segmentation and predictive triggers, increasing session frequency by 70% and boosting long-term retention by 500%.

**SciPlay** - Austin, TX

Nov 2016 - Nov 2018

### **Lifecycle Marketing Manager**

Developed a predictive lifecycle marketing framework that shifted SciPlay from reactive to proactive engagement, increasing active users by 30% and reducing time-to-monetization by ~3 days. Leveraged behavioral segmentation and early-value indicators to drive \$1.5M in quarterly incremental revenue through personalized, data-driven messaging strategies.

**Volusion** - Austin, TX

Aug 2015 - Nov 2016

### **Marketing & Design Strategist**

Designed and executed full-funnel marketing strategies that integrated advertising, UX-focused design, and high-intent targeting, leading to a 20% increase in engagement from high-value users. Implemented scalable acquisition and conversion optimization frameworks that delivered an average ROI of 250% by aligning ad creative, messaging, and landing page experiences.

## EDUCATION

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**Texas State University** | Bachelor of Applied Science in Business

**Graduated:** May 2015