

**HILLARY SAGE CLARK**  
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## EDUCATION

2020 - Present	<b>KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY</b> <i>Candidate for Master of Business Administration degree, June 2022</i> <ul style="list-style-type: none"><li>Intended major in Strategy and a focus in Entrepreneurship, with relevant coursework in business analytics</li><li>Leadership: Kellogg Media &amp; Entertainment Club (Director of External Partnerships); Special K! (Associate Producer)</li></ul>	Evanston, IL
2009 - 2013	<b>PRINCETON UNIVERSITY</b> <i>Bachelor of Arts</i> <ul style="list-style-type: none"><li>English major and Theatre minor; Departmental G.P.A. 3.8</li><li>Leadership: Theatre Intime Board Member, Co-Founder, Baker Institute for Children with Hearing Loss</li></ul>	Princeton, NJ

## EXPERIENCE

2016 - 2020	<b>EVENTBRITE</b> <i>Senior Manager, Product Partnerships</i> <ul style="list-style-type: none"><li>Spearheaded negotiation, launch and ongoing success of first-ever event and ticket creation partnership with Facebook designed for 700M+ US event creators on Facebook, which sold 1.9M tickets and \$9.4M gross revenue</li><li>Sourced, negotiated and optimized integrations with 75+ partner platforms and apps by defining success metrics and implementing analytics tracking on partner sites which drove 250% YoY growth in tickets sold by partners</li><li>Built an internal and external business case for delaying migration to Facebook's Managed Payments Platform by presenting a comprehensive financial model, resulting in \$45M in processing savings for Eventbrite over 5 years</li></ul> <i>Manager, Product Partnerships</i> <ul style="list-style-type: none"><li>Led cross-functional team consisting of data analytics, engineering, marketing, legal, sales and PR to launch 5 high-profile product partnerships resulting in 63% YoY growth in diversification of ticket sales channels in 2019</li><li>Created strategic partnership evaluation and prioritization framework for 2019 annual planning, resulting in \$299M in partner revenue by EOY; received departmental award for displaying "Make it Happen" spirit</li><li>Participated in 3-day user research and behavior planning session for Facebook integration re-design, producing v1 of a comprehensive requirements document and eventual 15% increase in integration conversion rate</li></ul> <i>Customer Success Manager II</i> <ul style="list-style-type: none"><li>Led 60-person global Enterprise Customer Success team to retain 99% of annual book of business renewal dollars in 2017 (\$45MM), achieving an average contract renewal rate of 97% and a driving \$2.5M in upsell revenue</li><li>Conducted a quantitative analysis of global sales-managed revenue and suggested pricing positioning for \$100M retention campaign in 2018, driving a 3% increase in, and record-breaking high for, global client renewal rate in Q1</li></ul> <i>Customer Success Manager I</i> <ul style="list-style-type: none"><li>Conducted 45+ quarterly business reviews with cross-functional and senior management client teams to present strategic insights and recommendations, leading to \$30M in contract renewal revenue and \$2M in upsells</li></ul> <i>Customer Enablement Manager</i> <ul style="list-style-type: none"><li>Promoted within 1 month of joining firm after onboarding ~100 Enterprise clients and achieving 95% NPS score</li></ul>	San Francisco, CA
2013 - 2016	<b>FRANKLIN TEMPLETON INVESTMENTS</b> <i>Futures Associate and Associate Marketing Manager</i> <ul style="list-style-type: none"><li>Co-authored and produced firm's Fixed Income Almanac, a 90-page resource for international financial professionals focused on global macro fixed income trends, which was ordered by 11,000 financial professionals</li><li>Wrote 100+ portfolio inquiry responses analyzing equity product characteristics and competitive advantages. Inquiries were cascaded to 1,000+ Sales team members and highlighted in monthly firm-wide newsletter</li></ul>	San Mateo, CA

## ADDITIONAL DATA

- Community Involvement: Raised \$4M as Co-founder & Trustee of Baker Institute for Children with Hearing Loss; Founding Member, Young Professionals Board of San Francisco Dance Film Festival
- Other Interests: Theater, film, TV and screenwriting (favorites include Phoebe Waller-Bridge & Greta Gerwig)
- Languages: English (native), French (advanced), Spanish (beginner)
- Technical Skills: Google Analytics, Salesforce, JIRA, REST-based APIs, SQL, Tableau, InVision