

## SKILLS

Strategic Planning

Business & Data Analysis

Digital Marketing

Creative & Content Development

Communication & Storytelling

### MIT - Master of Marketing

1999-2005

Marketing, Accounting

### MICROSOFT ADVERTISING — Account Manager

2006 - 2008

- Drove a 9% increase in client spending and 12% lift in CTR across a \$4.8M online advertising portfolio through strategic campaign optimization and integration.
- Streamlined operational processes and collaborated cross-functionally to reduce collection periods by 60 days, significantly improving cash flow and client satisfaction.

### MINDS MATTER — Co-Director of Alumni

2006 - 2008

- Orchestrated the end-to-end development and launch of a new alumni website, integrating a searchable directory and networking tools to enhance professional connectivity and data accessibility for a community of 500+ alumni.
- Developed and executed targeted initiatives that significantly boosted alumni engagement, resulting in a 25% increase in active participation and fostering over \$10,000 in philanthropic contributions.

### NOVELL INC. — Marketing Intern, GBM & Corporate

2009 - 2019

- Conducted in-depth competitive analysis on 5+ market rivals and supervised 3 client focus groups (30+ participants), synthesizing critical insights to identify market opportunities and inform corporate strategy.
- Led a case study initiative profiling high-impact client successes and presented data-driven strategic recommendations directly to the VP of Marketing, influencing product positioning and campaign development.

### MICROSOFT CORPORATION — Account Executive

2005 - 2006

- Achieved 104% of FY06 territory revenue target, exceeding sales quota by over \$885,000.
- Managed strategic accounts, cultivating client relationships and orchestrating internal and partner teams to drive adoption of complex Microsoft solutions and secure long-term revenue growth.