

## Senior Product Marketing Manager

*Accomplished and results-driven product leader with a strong track record of developing and launching cutting-edge SaaS platform technologies and virtual reality features.*

A versatile and accomplished product leader with successes across top consulting firms and startups. An innovative marketer with a strong background in technical product management, adept at setting long-term vision, driving product requirements, generating insights, and executing strategies aligned with customer needs. Demonstrated proficiency in technical decisions, relational databases, problem-solving, and cross-functional collaboration.

### Core Competencies

- Product Strategy & Roadmapping
- Go-to-Market Strategy
- Consumer Insights & Analysis
- Technical Innovation
- Cross-functional Collaboration
- SaaS Product Development
- User Experience Engagement
- Stakeholder Management
- Analytical Decision Making

### Professional Experience

#### OBSESS VR, NYC Product Manager

Apr 2022 to Jun 2023

- Set long-term strategy for SaaS platform technologies and VR capabilities, aligning with stakeholders.
- Spearheaded product requirements definition, planning, design, and testing for new features.
- Utilized insights from data, industry trends, and customer feedback to prioritize product features.
- Acted as a liaison between marketing, sales, development, and CX to manage the product lifecycle.
- Collaborated with development to execute fixes for critical bugs impacting product performance.

#### Manatt, Phelps, & Phillips, NYC Developer

Jan 2019 to Apr 2022

Steered the conception and implementation of an exclusive SaaS platform, ensuring clients' reliable and secure access to crucial legal and regulatory analysis data.

- Devised AI-based document scanning and image selection for publication, streamlining consultant tasks, enhancing product knowledge graph precision, and eliminating potential human errors.
- Built and maintained firm-wide knowledge and training portal, delivering extraordinary ROI with minimal operating and development costs.
- Equipped strategic leaders with comprehensive data analysis content tailored for executive leadership, enabling well-informed decisions and a competitive edge within the ever-evolving healthcare sector.

#### MANATT HEALTH, NYC Consultant

Aug 2017 to Dec 2018

Conducted comprehensive data analysis to provide internal executives with insights into product utilization trends. Spearheaded end-to-end publication data reporting, security, and service monitoring, resulting in enhanced data connector performance.

- Conceptualized and introduced an exclusive client-centric publishing SaaS platform, orchestrating its evolution from beta product to generating millions in annual recurring revenue.

**ARKADIUM, NYC****Jul 2016 to Aug 2017****Partner Development**

Spearheaded the end-to-end business development process, securing valuable artificial intelligence partnerships with top digital publishers.

- Introduced an ingenious NLP-driven interactive advertising content solution specifically designed for publishers by leveraging expertise in new business development.
- Pioneered the development of groundbreaking AI partnerships by leveraging NLP contextual understanding to create interactive content.

**MARKETING SYSTEMS, TX****Jan 2016 to Aug 2017****Principal | Marketing Consulting and Management**

Project management for digital and social campaigns, specializing in marketing products for sports, medical, and political clients.

- Sustainability strategy - utilized systems modeling to improve key behaviors.
- Mobile first - advertised and appeared natively with direct or agency-managed buys.
- Audience - leveraged AI-driven segmentation and deep dive reporting.

**YP LLC, TX****Jul 2015 to Nov 2015****Digital Sales Executive | Google Ads Service Provider**

- Provided technical expertise in geo-targeted mobile banners and traditional media kits for various clients.
- Contributed strong pipeline by building unique product offerings additional revenue generation from ads.

**TEXAS PRINT SOLUTIONS, TX****May 2014 to July 2015****Marketing Campaign Manager | Product Development**

Developed and managed e-commerce portal product launch, including 360 product viewer and GTM strategy.

- Conceived HTML5 web portal for top Texas printer servicing industrial, financial, and academic institutions.
- Enabled the production team by building a product integration for managing inventory with Google Drive.

**GOODY GOODY LIQUORS, TX****May 2013 to Dec 2013****Marketing Coordinator | Internal marketing, Digital, Print, and OOH**

- Managed major product launches including a customer rewards program, digital marketing campaigns, and local market launches.
- Partnered with TracyLocke to oversee media and design product ads.

Analyzed and strategized quarterly budget in media, including Google Analytics for 20+ retail locations

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## Education

**Bachelor of Science in Marketing**

University of Texas, Dallas

Naveen Jindal School of Management