

Employment

Hudson River Trading (HRT)

Marketing Specialist

October 2023 - Present

- Manages HRT's global social media presence, adding 88.4k followers across all channels as of August 2024 and raising Instagram engagement rate 28% YoY
- Shapes HRT's external voice by authoring all social media captions across platforms, including the translation of complex technical concepts into engaging, accessible content to boost HRT's recruitment efforts globally
- Developed the Communications and Creative team internal wiki, streamlining workflows and empowering teams to produce consistent, high-quality content
- Leads end-to-end project management for marketing initiatives, ranging from creative collateral to event marketing communications
- Directs content strategy for initiatives including conferences, internships, and company events like *Inside HRT*
- Produces a quarterly report on website and social analytics, brand sentiment, and industry trends for executives
- Designs assets such as social creative, presentation templates, ads, digital signage, and company merchandise
- Manages digital signage and company media archive across global offices

Marketing Coordinator

February 2022 - October 2023

- Managed social marketing for event campaigns such as the 2022 *BIPOC Tech Summit*; designed and deployed ad flights that generated 677k impressions and doubled anticipated headcount
- Launched the HRT YouTube Channel, gaining 5.3k subscribers and 292.8k views since inception
- Crafted company social media strategy with audience profiles, content themes, and production workflows
- Conducted regular competitive analysis and industry research to identify trending content, resulting in informed and innovative new video concepts like *Ask an Intern*

Artisianal Blue Northern Foods

Brand Marketing Specialist

January 2020 - February 2022

- Designed digital and printed assets for Kalumi and Picnik, including sales collateral, ads, and merchandise
- Increased Picnik eComm sales by 53% YoY through a variety of digital campaigns
- Authored blogs that contributed to a 400% overall increase in traffic to the Picnik website
- Overhauled email marketing program, driving a 150% increase in profit from email campaigns
- Onboarded 5 foodservice accounts, increasing creamer foodservice sales by 146%

Community Manager

February 2017 - January 2020

- Executed brand-building events including booth setup, staffing, and sampling
- Supervised restaurant catering operations, including website management, menu planning, and staffing

Education

Austin, Texas

University of Texas

August 2012 - May 2016

- Bachelor of Fine Arts

Skills

- **Project management:** PM tools (Trello, Zapier), stakeholder communication, timeline management
- **Design and video editing software:** Photoshop, Illustrator, Canva, CapCut, After Effects
- **Email and event marketing platforms:** Klaviyo, MailChimp, Splash
- **Social media management tools:** Google Analytics, Brandwatch, LinkedIn Ads, Meta Ads Manager
- **Talent engagement platforms:** Handshake, WeChat, Glassdoor, Indeed, Simplify