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## SUMMARY

Product Leader that combines an analytical acumen with creative rigor to deliver innovative solutions. Constantly takes a data driven approach to solve a variety of problems ranging from improving retention in-game to performance marketing optimization. Well versed in acquisition, engagement, and monetization strategies for free-to-play mobile games and microtransaction-based economies. Consistently considers delivery of a high-quality player experience while keeping actions and recommendations business focused. Proven track record of exceptional performance in cross-functional team environments, including interaction with dev teams.

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## EXPERIENCE

### BLIZZARD ENTERTAINMENT

*Senior Brand Manager - Growth, Hearthstone*

*Brand Manager - Growth, Hearthstone*

Irvine, CA

August 2019 – Present

October 2018 – August 2019

Assumed a Growth position on Hearthstone with the charter to flex across multiple disciplines to identify opportunities for product growth, create actionable plans, and execute.

- Develop and execute data driven strategies to increase game performance across acquisition and monetization, aligning multiple stakeholders and implementing globally.
  - Examples include AB testing for App Store Optimization and marketing ad unit optimization which increased download conversion up to 20% and CTRs by 100% (revenue by 60%), respectively.
- Manage and mentor team of two Brand Managers to deliver go-to-market strategy, planning, and execution.
- Recommended and championed for critical live service gaming features such as deeplinking, improved in-game messaging system, and live service challenge system to unlock optimization opportunities.
- Developed marketing measurement framework to apply quantitative rigor around marketing activations and instilled a post-mortem culture to drive constant improvement with marketing playbook
- Created a new process for production of paid media creative ad units to increase volume, variety, and velocity to be in line with industry best practices.
- Improved impact of live content launches by strategically bundling product features with strong marketing themes.
  - Example includes 30% increase in DAU and 300% increase in organic trailer views for June '19 Event.
- Partner with different cross-functional team members to drive improvements in marketing efforts and developed a framework for KPI tracking across ROI-driven and brand activations.

### ACTIVISION PUBLISHING

*Product Manager, Call of Duty (Modern Warfare, Black Ops 3, Infinite Warfare, Black Ops 4)*

Santa Monica, CA

January 2017 – October 2018

Leveraged knowledge and experience gained in mobile live service gaming to further optimize and assist Call of Duty to fully transition their strategy to drive continued engagement and monetization post-launch.

- Generated over \$1B in revenue for post launch content for COD (MTX and DLC) through rigorous live ops strategy.
- Worked embedded at Treyarch Studios (first Activision PM to be embedded in a Call of Duty studio) and partnered with Lead Game Economist and Game Analytics team to develop the Black Ops 4 in-game economy through AB testing, competitive research, and live game analyses.
- Successfully led live operations for three Call of Duty titles simultaneously and planned the content roadmap, in-game promotions, engagement events, and performed postmortem analyses. Additionally, partnered with cross-functional team members to drive publishing plan once product plans were finalized.
- Spearheaded Call of Duty franchise shift in live content strategy towards in-game events and seasons which resulted in double digit percentage increases for engagement and revenue.
- Partnered with Analytics, Business Intelligence, and Consumer Insights to analyze and deliver recommendations on in-game economy design, live content tooling and strategy, and social features.
- Drove implementation of automated machine learning messaging system to personalize messaging assignments with intent to maximize player engagement and player value.

### ACTIVISION PUBLISHING

*Product Manager, Skylanders and Crash Bandicoot*

Santa Monica, CA

February 2016 – January 2017

*Associate Product Manager, Skylanders*

November 2014 – February 2016

Spearheaded Skylanders efforts in entering the mobile gaming market while serving as the brand analytics expert.

- Educated development team on mobile best practices and identified key technologies to implement for success.
  - Introduced development team to framing game design around core loop concept, economy sources and sinks, live content planning with seasonal events, and in-game promotional considerations.
  - Led selection and implementation of key tools such as attribution, in-game messaging systems, and analytics.
  - Wrote data schema for analytics tracking and built dashboards to monitor healthiness of game.

- Developed and executed on soft launch end-to-end from planning phases to execution of paid media and KPI analyses throughout launch period.
- Leveraged qualitative data provided by Consumer Research, quantitative data from AppAnnie, and teardowns performed on competitor titles to deliver product recommendations to development team for feature set and content development.
- Led go-to-market strategy through partnering with various cross-functional partners and secured major launch partnerships with McDonald's, General Mills, and Kid Cuisine.
- Researched and developed brand strategy and marketing strategy for the launch of Crash Bandicoot: N-sane Trilogy. Work included creating benchmarks for financials, creating the brand DNA for Crash, and developing the marketing strategy used for creative agency briefs.

## **ELECTRONIC ARTS, MOBILE**

Playa Vista, CA

### ***Strategic Marketing Manager, App Store and Brand Partnerships***

November 2012 – November 2014

Flexed across marketing and account management to ensure success of multiple titles across the EA portfolio.

- Developed go-to-market strategy alongside franchise product marketing managers for top grossing EA mobile games such as The Sims FreePlay, Real Racing 3, Plants vs. Zombies 2, Bejeweled Blitz, Madden 15, and FIFA 15.
- Worked across entire mobile portfolio to consolidate, distribute, and champion best practices learned from all titles.
- Created and aligned multiple game teams to develop content cadence and promotional offerings around a seasonal calendar which highlighted potential periods for high engagement and monetization.
- Influenced, aligned, and drove several new innovative marketing initiatives to generate incremental download volume and revenue through programs such as the App Store in-app purchase code program and portfolio-wide World Wildlife Fund charity event.
- Maintained relationship with first party partners, drove editorial placement product pitches, and participation in marquee events such as App Store Games for RED.
- Secured over \$2M in in-kind marketing value from various brand partners such as HSN, Papa John's and Starbucks.
- Managed and supervised cross-functional teams and external agencies to execute EA marketing campaigns.

## **UCLA ANDERSON SCHOOL OF MANAGEMENT**

Los Angeles, CA

### ***Marketing Manager***

March 2012 – November 2012

## **BAKEGREEK LLC**

Los Angeles, CA

### ***Co-founder***

September 2009 – September 2012

## **MSL GROUP AMERICA**

Los Angeles, CA

### ***PR Account Executive Intern***

September 2011 – February 2012

## **SINGERLEWAK LLP**

Los Angeles, CA

### ***Staff Accountant/Senior Accountant***

January 2008 – July 2011

## **EDUCATION**

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### **UCLA ANDERSON SCHOOL OF MANAGEMENT**

Los Angeles, CA

#### ***M.B.A., Fully Employed Program***

June 2015

- *Accomplishments:* GAP Fellow Award 2015 (Top 5% of Class), Dean's Award for Service - Class of 2015

### **University of California, Los Angeles**

Los Angeles, CA

#### ***B.A. Economics***

December 2007

## **ADDITIONAL INFORMATION**

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- Interests: Fitness events, beach sports, choreographed dance, video production (YouTube) and comics.