## CORE QUALIFICATIONS

* Creative, detail-oriented self-starter with demonstrated success identifying and solving challenging problems
* Excellent communicator able to bridge cross-functional teams to drive long-term strategic progress
* Data analytics and customer service expert proven to achieve outstanding user engagement and satisfaction
* User experience designer highly proficient in Adobe Creative Suite, HTML, CSS, and Javascript

## MINTZ LEVIN Boston, MA

Digital Marketing Technology 2016 – Present

* Design and manage microsites/email marketing campaigns reaching 60,000+ monthly users
* Analyzed and presented the firm’s first in-depth email marketing analysis spanning 900,000 delivered messages
* Implemented subscription, CRM, & scheduling processes along with data-driven UX improvements

## CORINTHIAN EVENTS Boston, MA

Production and Technology Manager 2012 – 2016

* Established event technology as a new business service, generating $1 million in gross revenue over 4 years
* Managed 100+ technology projects throughout pipeline for high-profile clients such as VCE, WPI, Partners Health
* Developed and delivered 500 mobile responsive emails and 90 websites reaching over 500,000 users
* Led company and client marketing initiatives including website redesign, SEO, content creation, and social media
* Managed hundreds of sensitive databases and leveraged data analytics to achieve conversion & engagement growth
* In-house graphic designer and photographer; created 300+ materials for brands including Keurig, Vertex, and BCG
* Identified user needs, created mock-ups and story boards, administered testing and review process
* Sourced technology vendors and led cross-functional teams to customize user experience and integrate software
* Produced events, managed inventory, directed vendors/staff, supported RFP’s, pitches, research, and budgets
* Continually recognized for exemplary client and user satisfaction by surveys, retrospectives, and referrals

## ARTAWAKE Rochester, NY

President and Creative Director 2009 – 2011

* Spearheaded a new vision, structure, and marketing plan to revitalize the organization
* Reversed $10,000 pre-existing debt through 40% festival growth, efficiencies, and over 30 sponsorships
* Managed 12-person executive board and coordinated community leaders, media, and 150 artists/musicians

## ENTREPRENEURSHIP & EMPOWERMENT in SOUTH AFRICA Stellenbosch, South Africa

Business Consultant to Disadvantaged Entrepreneurs (4.0 GPA) 2010

Consulting program offered by Stellenbosch University & Whitman School of Management, Syracuse University

* Consulted two disadvantaged entrepreneurs in South African townships to assist business goals
* Developed extensive deliverables for Operations, Marketing, Sales, Human Resources, Accounting, and Finance

## UNIVERSITY OF ROCHESTER Rochester, NY

Entrepreneurship, Bachelor of the Arts (3.77 GPA) 2007 - 2011

Self-created interdisciplinary business degree, with Minors in International Relations and Music

* Business development coursework including business management, market research, economics, and sociology
* Consulted Rochester Roots to refine its mission, operations, and marketing during a period of critical change

**TECHNICAL PROFICENCY:** CSS • HTML • Javascript • Git • Google Analytics • Microsoft Office: Excel, PowerPoint, Word, Outlook • Adobe Creative Suite: Photoshop, Illustrator, Lightroom, Dreamweaver, InDesign • Microsoft Dynamics • Filemaker • Quickbase • Cvent • Trello • Squarespace • Wordpress • Constant Contact • MailChimp • Survey Monkey • Qualtrics • Photography