

## Experience

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### **Soundsteer Corp.** / Co-founder

JUNE 2023 - PRESENT, BOSTON, MA

*Soundsteer is an AI-powered digital marketing & management platform providing independent musicians with the tools they need to help grow their careers. This project is in the open beta stage.*

- Spearheaded development of the platform with React, Redux, Next.js, Vite, Express, Google Cloud middleware, Supabase back-end, & Klaviyo email integrations.
- Integrated cutting edge AI across the product for personalized advice & campaign generation/ideation.
- Designed all branding and UI/UX materials, including logos, palettes, typefaces, and interactions.

### **Wayfair** / Operations Analyst

AUGUST 2022 - JULY 2023, BOSTON, MA

*Member of Customer Interactions team improving customer journey across B2B unit.*

- Influenced development of new KPIs for sales agent web activity to optimize customer spend.
- Took initiative to automate customer contact QA programs by automating data consolidation and reporting across 2,000+ interactions.
- Routinely created Salesforce.com reports to drive sales objectives.
- Created a centralized reporting repository for Sales teams & drove “clean-up” of Salesforce.com (over 27,000 reports, 500 folders), reducing reports by ~85%.
- Provided support for Salesforce.com queue across all sales programs; resolved issues, triaged tickets between engineering and other teams.

### **Natixis Investment Managers** / Digital Marketing Co-op

JAN 2021 - JULY 2021, BOSTON, MA

*Natixis IM is a leading global asset manager.*

- Managed scheduling of social media content; automated a previously manual process to retrieve the weekly posts and apply google analytics tags.
- Updated and maintained the website, such as posting articles, developing site templates for products, and implementing organizational changes.
- Posted and updated monthly and quarterly holdings documents, ensuring compliance with all federal and state regulations. Assisted in automating the process for updating all legal documents for the funds.

### **New York Brand Studio, Inc.** / Design Intern

JUNE 2019 - AUGUST 2019, TORONTO, CAN

*New York Brand Studio is a premiere global private label fashion design house.*

- Managed communications with 50+ vendors to coordinate ordering and storage of over 600 advertising samples for quarterly photoshoot.
- Updated the internal production tracker for Q1, including adding data analysis ability and improving usability.
- Managed the shipping and storage of production and advertising samples, as well as updating and automating the shipping process.
- Compiled a report of over 190 failed offshore inspections and provided key analysis showing the issues and potential resolutions.

## Skills

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Digital marketing / Analytics / Web development / Content management / Photo & video editing / Design programming & tools

ChatGPT / SQL / HTML / CSS / JS / TS / Redux / Google Suite / Excel (advanced) / Microsoft Office Suite /  
Salesforce.com / Looker/Looker Studio / Google BigQuery / Google Analytics / Adobe Creative Suite

## Education

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**Northeastern University** / Bachelor of Science, Business Administration & Design - Concentration in Marketing  
SEPTEMBER 2018 - MAY 2022, BOSTON, MA

Dean's List; Head of Branding & Apparel, Webmaster at Alpha Kappa Sigma