

EXPERIENCE

SKILLZ | San Francisco, CA

Marketing Analyst

May 2020 – Present

- Manage an eight-figure monthly user acquisition budget across social and programmatic networks for the top revenue-generating mobile game on the Skillz eSports platform
- Draft and execute against monthly spend plan, taking into account campaign KPIs (CAC, ROAS) and revenue goals
- Manage external advertising partner relationships, collaborating on campaign optimization and testing opportunities
- Perform data analysis to identify opportunities to optimize advertising spend, leveraging custom SQL queries

DELOITTE CONSULTING | San Francisco, CA

M&A Consultant

August 2018 – May 2020

M&A Business Analyst

August 2016 – July 2018

Select Project Experience

- *Major Telecom Merger, Change Management & Communications:* Developed and executed high-value change campaigns and communication strategies for \$27B acquisition, impacting 90,000+ employees; worked closely with cross-functional leaders (VPs/Directors) to identify wide-ranging effects for employees.
- *Fast-growing Digital Security Firm, Integration Project Management:* Supported HR integration activities for buyer of \$950M technology divestiture, managing plans for 30+ projects across 14 workstreams; supported onboarding of HR EVP and direct reports, working closely with this team.
- *Fortune 100 Tech Firm, Organization Design:* Conducted organization assessments including interviews with C-suite executives; supported development of organization structure recommendations to support firm's aspiration to double workforce in 2 years; created full communications and change management plan for 50-person internal audit department.
- *Leading Professional Services Firm, Culture Assessment:* Conducted current-state cultural assessment of 1000-person organization; guided Senior Partners to define future-state culture vision aligned to business strategy; developed actionable plan to shift company culture accordingly.

Select Office Leadership

- *Onboarding & Recruiting:* Managed team of 3 junior consultants to develop onboarding materials for 200+ new consultants in M&A practice, improving engagement and learning.
- *Human Capital DealMakers:* Planned and executed 2-day event that brings together 30+ VP-level clients focused on HR role in M&A integrations, earning praise from audience and Partner sponsors.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA | Los Angeles, CA

May 2016

Marshall School of Business, B.S. Business Administration; GPA: 3.84/4.00

Relevant Coursework:

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|-----------------------------|-------------------------|-------------------------------|
| ▪ Business Communication | ▪ Leading Organizations | ▪ Marketing Fundamentals |
| ▪ Advanced Business Writing | ▪ Strategic Management | ▪ Web Publishing (HTML) |
| ▪ Persuasion | ▪ Business Finance | ▪ Data Analysis for Decisions |

Study Abroad: Completed 6-month program at Copenhagen Business School with coursework in leadership communication and sustainable business

LEADERSHIP

USC Marshall Women's Leadership Board, Member

January 2014 – May 2016

Alpha Gamma Delta, Vice President, Member Development

January 2014 – December 2014

USC Marshall Global Leadership Program, Participant

August 2012 – May 2013

SKILLS & INTERESTS

Certifications: *Data Analysis Circuit Certification (SQL, data analysis), General Assembly, 2018*

Community: *East Bay College Fund, Mentor; MWLB Mentor*

Other Interests: *Foodie, Travel, Basketball, Biographical Documentaries*