PROFESSIONAL SUMMARY

Strategic communications leader with 15+ years of experience turning product and platform innovation into clear, compelling narratives that drive adoption, trust, and growth. At ██████ and ████████████████, led brand and go-to-market strategies reaching 90M+ users. Blends behavioral science with UX and executive comms to translate complex tech into human stories—across AI, health, and media. Proven success launching platforms, managing cross-functional teams, and crafting messaging for high-stakes, high-growth environments.

SELECTED HIGHLIGHTS

- ██████ Partnered with UX, design, and product to launch ███████ globally; synthesized user signals across 24 channels to identify friction points, driving comms that reached 90M+ users
- ████████████████████████████ Rebuilt CRM and digital campaigns for global launches; drove 700% list growth and 215% YoY DTC revenue through behaviorally informed messaging and lifecycle strategy
- ██████████████): Translated behavioral research into public-facing UX flows and science storytelling for financial health tools—supporting platform trust and informed decision-making
- ████████████ Led message testing and GTM strategy for Fortune 50 brands; improved ROI visibility and agility across cross-functional product, media, and data teams
- ████████████████████████ (**CONSULTING**): Led digital strategy for science-backed product launches including ██████████ (Penguin 2023); built communication systems for authors and health researchers

PROFESSIONAL EXPERIENCE

████████████████████████████ **Durham, NC**
Behavioral Research Analyst II Jan 2025 – Present

- Partnered with product and engineering teams to shape messaging for new tech-driven tools in personal finance and financial health.
- Drafted messaging guides, digital briefs, and executive-ready summaries to translate research into narrative frameworks for public audiences.
- Translated behavioral research into UX frameworks and audience-centered content strategies for public-facing financial tools.
- Created executive briefings and public program summaries, distilling behavioral science and technical insights into accessible digital content.
- Facilitated cross-functional workshops to align research, comms, and product design—ensuring science storytelling aligned with user goals and institutional impact.

██████████ **New York, NY**
Associate Director, Business Science Aug 2021 – July 2024

- Directed performance analytics for Fortune 50 campaigns, introducing mixed-methods strategies and RCTs in place of biased trend analysis.
- Developed cross-functional systems and dashboards to improve communication, transparency, and operational alignment across media and data teams.
- Briefed senior execs and media leads on messaging strategy, audience testing, and innovation comms for product campaigns.
- Advocated for test-and-learn approaches that improved ROI visibility and enabled more agile decision-making for public-facing communications.

Los Angeles, CA

Digital Product Manager   Mar 2018 - Apr 2021
Global CRM Manager   Jul 2015 - Mar 2018

- Led product and content strategy for over 25 global music campaigns, managing interactive campaign tools across YouTube, Spotify, Apple, and TikTok.
- Collaborated with designers and data scientists to develop immersive launch experiences; ensured messaging consistency across platforms including Spotify, Apple, and YouTube.
- Drove narrative development for artist tools and platform rollouts, making complex features simple and accessible to global audiences.
- Rebuilt CRM and behavioral segmentation infrastructure, driving 700% lead acquisition growth and 215% YOY lift in DTC revenue.
- Applied A/B testing and UX prototyping to refine onboarding logic and improve creator access to immersive digital media systems.

████████   **Culver City, CA**

Global Marketing Specialist   July 2014 - Apr 2015
Community Manager and Outbound Marketing Lead (█████████)   Jan 2014 - July 2014

- Partnered with UX, engineering, and comms teams to launch ██████████ across 24 markets; aligned messaging across creators, platforms, and product features.
- Built messaging systems that connected behavioral insights to product positioning—supporting consistent, scalable storytelling during launch.
- Coordinated cross-market go-to-market content strategy, adapting immersive experience design to local user needs and media consumption patterns.

███████████████████████████)   **Los Angeles, CA**

Tour Marketing   May 2013 - Dec 2013

- Led digital transformation of ticketing workflows and audience engagement assets, improving UX for international touring operations.
- Designed and executed experiential marketing and media campaigns for high-profile artists, focused on storytelling, emotional connection, and brand cohesion.

██████████████████████████   **Los Angeles, CA**

Sponsorship Coordinator   Apr 2012 - Jan 2013

- Built and activated B2B partnerships that generated multi-million-dollar revenue through experiential campaigns tailored to client goals.

███████████████████   **Los Angeles, CA**

Partnership Intern   Jan 2012 - Apr 2012

- Developed and nurtured hundreds of new client relationships, conducting in-depth research and facilitating high-impact brand partnerships to support 150+ artists and properties, including Tim McGraw, Alicia Keys, Dave Matthews Band, 311, Ben Harper, Herbie Hancock, and Faith Hill.

CONSULTING EXPERIENCE
RESEARCH AND DESIGN CONSULTANT   **Remote**
Behavioral Scientist, Program Designer, and Data Analyst   Jan 2019 – present
Communications and Digital Marketing Strategist   May 2015 – present

- Led digital experience design and dissemination strategy for ██████████ (Penguin 2023), integrating behavioral insights with public science communication.
- Support executive comms and narrative architecture for researchers and thought leaders including ██ ███████████████████████████
- Design behavioral interventions focused on decision architecture, cognitive load, and science storytelling, applying tools like Figma, Qualtrics, and Miro.

- Advise on comms strategies for AI-related content, ensuring clarity, ethics, and engagement.

SOCIAL, COMMUNITY ORGANIZING, AND VOLUNTEER WORK

Los Angeles, CA
Senior Citizenship Instructor   Aug 2017 - Dec 2019
- Mentored 25+ adult refugees and immigrants in naturalization, civic education, and personal finance.
- Integrated behaviorally-informed education methods and narrative-based learning materials.

Los Angeles, CA
Youth Community Volunteer   Aug 2016 – Aug 2017
- Delivered after-school programs in storytelling, mentorship, and personal development to gang-affected youth.

GRADUATE EDUCATION

New York, NY
Master of Public Administration - Social Policy and Behavioral Economics (GPA: 3.9)   May 2023
Completed courses: PEPM U6630 Microeconometrics • INAF U8195 Behavioral Development Economics • EMPA U6310 Quantitative Techniques • EMPA U8213 Microeconomics and Policy Analysis I • EMPA U8201 Financial Management • PUAF U8410 The Use of Science-based Evidence in Decision Making • INAF U6906 Policy Solutions for Online Mis/Disinformation • PSYC GU4241 Mentalizing: How we read people • EMPA U6425 Communicating in Organizations • EMPA U6237 Global Context of Policymaking • EMPA U6455 Social Enterprise in Community and Economy • PUAF U6228 Comparative Social Welfare Policy • EMPA U8200 Effective Management in the Public Service

UNDERGRADUATE EDUCATION

Oxford, OH
Bachelor of Arts - Political Science and Marketing   May 2010
Extracurriculars: Student athlete Division 1A NCAA-Football; ▮▮▮ Entrepreneurship Club

SKILLS AND PROGRAMS
Core Expertise
Strategic Communications • Product & Platform Storytelling • Brand Strategy • Executive Messaging • Campaign Development & GTM Strategy • Thought Leadership Support • Narrative Architecture • Behavioral Science • Technology Simplification • Media Relations & Press Strategy • Cross-Functional Collaboration • Research-to-Strategy Alignment • Audience Segmentation • Ethical Tech & AI Communication • Measurement & Evaluation • Stakeholder Briefing • Budget Oversight & ROI Analysis • Partner & Vendor Management
Tools & Platforms
Figma • Miro • Adobe Illustrator • Adobe Photoshop • Microsoft PowerPoint • Google Slides • Microsoft Excel • Google Analytics • CMS (WordPress, Squarespace) • CRM Systems (Salesforce, Zoho, HubSpot) • Cision • Meltwater • Brandwatch • UserTesting • Dovetail • PR & Media Relations Tools • Slack • Asana • Jira • Confluence
Data & Research Methods
A/B Testing • Usability Testing • Heuristic Evaluation • Mixed-Methods Research • Survey Design (Qualtrics, Typeform) • SQL • R • Python • Stata • Marketing Performance Dashboards
AI & Innovation
LLM-Augmented Content Workflows • Human-in-the-Loop Messaging Design • Platform Interpretability for Product & Comms Teams • Responsible AI Communication • AI-Driven Narrative Testing • Research Repository Management

LANGUAGES
English (fluent), Italian (intermediate), Spanish (intermediate)