

EXPERIENCE

General Assembly | *Software Engineering Immersive Student*

October 2022 – February 2023

- Full-time student in process of a 14-week boot camp immersed in HTML, CSS, Javascript, React, NodeJS, REST APIs, MongoDB, Django, and Python. Targeting February 2023 completion.

Corsair Gaming, Inc. | *GTM Marketing Project Manager*

March 2022 – October 2022

- Manage 30+ product launch packaging schedules end to end, working with local and international cross-functional stakeholders. Stakeholders consist of the creative teams, product managers, engineers, regulatory, and Out-of-Box Experience teams.
- Write landing pages and photography/render briefs for DIY-related product launches. Provide GTM plan for each product launching product within the DIY BU. Showcasing how to present the product to customers, how the product should look on the website, software compatibility, and how to cross-sell products in photography.
- Organize and provide all necessary requirements for the entirety of the product life cycle; SKU sheets, 3D renders, regionalization & translation, photography, web banners, compliance logos, product specifications, and JIRA tickets.
- Track and monitor product launch schedules, milestones, and creative deliverables. Defining the scope of work, resourcing, and analyzing the project's potential risk while providing mitigation plans when needed.

Albertsons Companies | *Program Manager, Digital Marketing*

September 2021 – March 2022

- Work cross-functionally with external vendor, creative, and marketing channel leads to help manage weekly food truck events. From producing invitation emails, push notifications, in-store signage, social posts on the brand national Instagram page, customer surveys, and in-app pop-ups. Generating over \$4K+ revenue weekly at these events.
- Plan timelines, milestones, and execution on multiple loyalty virtual experiences. Planning involves working with marketing channel leads to develop work back times, generating emails, landing pages, offers, video production, and recaps.

Shutterfly, Inc. | *Associate Manager, Marketing*

January 2018 – January 2021

- Support the CRM team by managing over 30+ campaigns. Collaborated with multiple teams in different time zones from brief writing, kickoffs, creative production, web development, and operations, to email deployment.
- Built campaigns for Shutterfly's peak seasons, generating more than \$500K in revenue per email for Black Friday, Cyber Monday, and Christmas week.
- QA and review batch and trigger emails in production to ensure execution is flawless. Reviews include appropriate creative assets, spelling, terms & conditions, promo codes, campaign ID segmentation, and linking.
- Manage the integrated sales process from planning, creative brief writing, kicking off drivetime concepts, and establishing timelines for every project. Maintained the integrated marketing calendar keeping all channel leads and projects aligned.
- Support GM and Pricing & Promotions team on business-critical rush projects, contingency planning, and execution.
- Ensure that overarching creative campaigns are able to drive high revenue sales and work cross-functionally with marketing channel leads to execute successfully.

KNOWLEDGE

Tableau, JIRA, Adobe Photoshop, Adobe Lightroom, Clarizen, Microsoft Office, Adobe Experience Manager, SharePoint, Google Suite, Salesforce Marketing Cloud, Atlassian Cloud, Figma, SQL, Monday.com, Sharefile, COUPA, LanguageDesk, Milengo, HTML, CSS, Javascript, Bootstrap

EDUCATION

The University of California, San Diego (UCSD)

B.A. International Studies – International Business

La Jolla, CA

Jun 2017