

EDUCATION

Carnegie Mellon University, Pittsburgh, PA, Master of Human-Computer Interaction - Class of 2022

Tufts University, Medford, MA, B.A. in History, B.A. in French – Class of 2013

PROFESSIONAL EXPERIENCE

Product Specialist, Business Family Foundations

Facebook

Menlo Park, CA – October 2017 to Present

- Advocate for the user by collecting, synthesizing, and sharing the top Page Admin-reported issues with product team in order to improve the technical quality of Unified Inbox and Pages Manager App
- Established and program managed Top Issues Task Force (a team of 6 engineers) to resolve the 2 top issues reported by Page Admins using PMA, which affected ~1/3 of Android users and had gone unresolved for 2+ years. Worked with Engineering Director to refocus pillar-wide Eng Excellence work on resolving these issues.
- Oversaw end-to-end feature development and shipment of entry point allowing Page Admins to ban a user directly from the Page Inbox, closing a significant integrity gap. Leveraged existing research and collected new data points to support argument for building entry point, securing approval from PM to reallocate eng bandwidth towards this effort.
- Managed Product Operations and Product Support Operations Onboarding program for 2+ years. Redesigned and implemented new Onboarding Class Calendar, resulting in a 33% increase in satisfaction with course curriculum, as well as a new PSO-wide Basecamp.
- Led first Local Org.-specific Fixathon, resulting in 620 diffs landed, a 300% increase from Holiday Fixathon. Subsequently led Local Org. participation in Company Fixathon, where the Pages Comms team finished first overall company-wide.
- Managed 2 undergraduate interns across Summer 2018 and Summer 2019, both of whom exceeded expectations and received return offers. Intern Manager responsibilities include scoping a project, onboarding the intern, providing formal & informal feedback, and mentoring and coaching.

Associate Director, Sales & Marketing

EAB, a division of The Advisory Board Company

Washington, DC – January 2015 to September 2016

- Conducted 350+ in-person presentations for higher education executives at 200+ universities; presented EAB's 4 research programs, mapping institutional strategic priorities to our service offerings to drive sales
- Generated \$1.07M in revenue for the firm in 18 months, achieving 97% of overall goal
- Launched EAB's newest research program in collaboration with product and sales teams from the firm's newly acquired company; supported development of a multi-product sales pitch
- Reported data and insights from the market to Sales & Marketing leadership team, Chief Research Officer, and Research & Consulting team, in order to enhance service offerings
- Managed team of Sales & Marketing Associates; responsible for their initial training, performance reviews, and professional development

Associate, Sales & Marketing

The Advisory Board Company

Washington, DC – June 2013 to June 2015

- Supported Senior Director of Sales & Marketing, identifying and reaching out to high quality leads for potential new business opportunities and securing initial conversations with hospital and post-acute care facility executives
- Collaborated with New Product Development team to launch new program for payers and health plans
- Achieved avg. 98% against goal of scheduled meetings for Senior Director, top 5% of performers among Associates
- Trained new Marketing Associates through formal "Teach for ABC" program intended to improve internal and external communication skills, Salesforce utilization, and time management

LEADERSHIP & VOLUNTEER EXPERIENCE

- **Women@ FB Employee Resource Group** – Steering Committee Member *July 2019 to Present*
- **Year Up** – Mentor *July 2019 to January 2020*
- **BUILD Youth Entrepreneurship Program** – Mentor *January 2018 to June 2018*
- **Heart for Change** (Bogotá, Colombia) – Volunteer ESL Teacher *July 2014 to December 2014*