

EXPERIENCE

AUDITBOARD, Los Angeles

APRIL 2016-PRESENT, MARKETING MANAGER

- Part of a 2-person Marketing team responsible for driving \$3M in Opportunity Value and \$700,000 in Closed-Won revenue at a leading, cloud-based enterprise software provider
- Produce content resources, e.g. whitepapers, case studies, videos, and eGuides, to drive and nurture leads via paid, search, social, and email channels
- Manage AuditBoard's blog and publishing calendar, writing as needed and working with thought leaders to produce engaging content for top of the sales funnel
- Utilize keyword research and SEO insights to inform strategic, end-to-end web content creation and drive organic search rankings for target keywords
- Own email marketing in Hubspot, create and A/B test subject lines, copy, and images; track and analyze results and make recommendations for future campaigns
- Work closely with Design, Product, and Sales teams to produce relevant content and collateral for Sales team and stakeholders
- Work with Demand Generation Manager to test and optimize email drips, paid ads, landing pages for lead nurturing campaigns

OFFABBOT, Venice

JANUARY-APRIL 2016, DIGITAL MARKETING CONSULTANT

- Developed and executed the content strategy for OffAbbot's blog and social channels
- Launch, manage, and measured paid user acquisition and sponsored content campaigns across Facebook, Twitter, and Instagram
- Led the entire website redesign process, from selection of developer team to coordinating the design of a mobile-optimized website for hosting 360VR content

LIVE NATION, Hollywood

SEPTEMBER 2013-NOVEMBER 2015, EDITOR OF ONESTOWATCH.COM

- Oversaw content strategy for Ones To Watch, an artist discovery blog created as part of a multimillion dollar partnership between Live Nation and Skype
- Led writing and filming teams to produce editorial content for the Ones To Watch blog and social channels
- Act as main point of contact between Live Nation, Skype, and social media agency to ensure all brand guidelines and expectations are being effectively communicated
- Worked closely with artists' management teams to schedule interviews, tour announcements, and on-site performances in the Live Nation Hollywood office
- Managed and updated marketing pitch decks for Ones To Watch artist and tour sponsorship presentations

LIONSGATE, Santa Monica

2011-2012, PRODUCTION AND DEVELOPMENT INTERN

- Supported Development department by assisting with all welcoming and receiving needs
- Summarized screenplays and wrote analysis for review by Head of Development, Film
- Prepared and distributed daily media clips and filming schedules to department heads

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

BA POLITICAL SCIENCE, JUNE 2012

PROFICIENCY

HUBSPOT INBOUND CERTIFIED
GOOGLE ANALYTICS
GOOGLE ADWORDS
FACEBOOK ANALYTICS
ADOBE CREATIVE SUITE
FINAL CUT PRO

INVOLVEMENT

AWARD WINNER, 2018
INDEPENDENT SHORTS FESTIVAL
VOLUNTEER, MIDNIGHT MISSION
CONTRIBUTING WRITER @
INTERVIEW MAGAZINE
UCLA DEAN'S HONOR LIST
VICE PRESIDENT - KAPPA DELTA
UCLA UNICAMP COUNSELOR