

| WEBSITES, PORTFOLIOS, PROFILES

- <https://myproductstory.co/>
- <https://www.udacity.com/blog/author/erainaf>
- <https://www.forbes.com/sites/juliakorn/2024/02/26/the-enduring-power-of-reciprocity-when-growing-you>

| PROFESSIONAL SUMMARY

Strategic leader with 5 years of experience designing global market strategies and expanding consumer bases. Holder of an AI Product Management Nanodegree, leveraging AI insights to drive product strategy and optimize campaigns. Skilled at identifying market opportunities, launching targeted campaigns, and managing multi-million-dollar budgets to maximize ROI and eliminate inefficiencies. Experienced with production planning, quality control, and resource management. Utilizes strategic approaches to streamline operations and boost productivity. Track record of implementing process improvements and fostering cohesive team environments.

| WORK HISTORY

Apple - Production Manager -3 Month Contract
Cupertino, CA • 03/2025 - 06/2025

- Resolved issues quickly to maintain productivity goals.
- Managed multiple projects concurrently, ensuring timely completion and meeting budget constraints.
- Increased overall productivity by identifying bottlenecks in the production process and proposing effective solutions.
- Oversaw quality control efforts, maintaining strict adherence to industry standards and regulatory requirements while achieving high levels of customer satisfaction.
- Increased website traffic by implementing strategic SEO techniques and optimizing on-page content.
- Provided ongoing staff training in SEO best practices, fostering a culture of continuous improvement.

CVS HEALTH CORPORATION (Contract) - Field Marketing Manager
Remote • 04/2024 - 06/2024

- Designed and optimized sales enablement materials to enhance lead generation and client engagement.
- Increased website traffic by implementing strategic SEO techniques and optimizing on-page content.

| SKILLS

- **Organization & File Management**
- **Technical Workflow Optimization**
- **Software & Design Tools:** Skilled in **Adobe Photoshop, Illustrator, GitHub, Terminal, and Radar**
- **Agile & Iterative Development**
- **Software Testing & QA Coding & Development Support:**
- Basic **coding/software development experience**, assisting in debugging, automation, and workflow enhancements.

| EDUCATION

University of Illinois At Chicago
Chicago, IL
Bachelor of Arts: Criminal Justice

Yale University
New Haven, CT

Master of Arts: Religion

Boston College
Chestnut Hill, MA

Master of Arts: Education

Udacity

Post-Graduate Certificate: AI Product Manager

- Provided ongoing staff training in SEO best practices, fostering a culture of continuous improvement.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Managed social media accounts for optimal audience engagement and increased online presence.
- Developed and implemented marketing strategies to use for launches, rebranding campaigns and promotions.

TED - TEDx Event Curator

08/2018 - 04/2024

- Led fundraising efforts for two annual signature events, successfully managing and executing a combined budget of \$50,000
- Secured event sponsorships and in-kind donations through strategic outreach, resulting in 100% budget fulfillment
- Built and maintained relationships with corporate sponsors, community partners, and individual donors to support event goals
- Developed sponsorship decks, donor communications, and post-event impact reports to increase donor retention
- Collaborated with cross-functional teams to ensure consistent branding across all company touchpoints and communications channels.
- Organized successful trade show exhibits, showcasing products or services effectively to potential customers or partners.
- Boosted sales performance through the creation of engaging promotional materials and targeted advertising strategies.

GLU - Senior Product Marketing Manager

12/2022 - 03/2024

- Designed and developed sales and marketing collateral, including brochures, presentations, and promotional materials.
- Created strategic content to support sales efforts, such as case studies, email campaigns, and product one-sheets.
- Produced compelling messaging that aligned with brand positioning and targeted key customer segments.
- Increased website traffic by implementing strategic SEO techniques and optimizing on-page content.
- Provided ongoing staff training in SEO best practices, fostering a culture of continuous improvement.

Catalant - Senior Product Content Manager

04/2023 - 06/2023

- Maintained **strong attention to detail**, identifying and resolving inconsistencies in digital assets and software functionality.
- Managed **multi-layered files** efficiently, ensuring proper organization and version control in a fast-paced environment. Developed compelling sales and marketing collateral, including brochures, pitch decks, and promotional materials.
- Created engaging content to support sales initiatives, including case studies, white papers, and one-pagers.
- Crafted persuasive messaging for marketing campaigns, aligning

with brand strategy and audience needs.

- Increased website traffic by implementing strategic SEO techniques and optimizing on-page content.
- Provided ongoing staff training in SEO best practices, fostering a culture of continuous improvement.

Lever - Senior Content Production Specialist (Contract)

09/2022 - 02/2023

- Created and optimized B2B campaign content, driving a 20% increase in engagement through visually impactful and authentic programs delivered under tight deadlines.
- Conducted in-depth research on assigned topics, ensuring 100% accuracy and relevance in marketing materials, contributing to higher audience trust and content performance.
- Managed and updated social media channels, leading to a 25% increase in follower growth and engagement by consistently sharing timely news and corporate updates.
- Identified and optimized marketing channels using data-driven insights, resulting in a 35% improvement in campaign ROI and audience reach.
- Designed and maintained WordPress websites and landing pages, enhancing user experience and increasing lead generation by 40% through improved content presentation and navigation.

Udacity - Product Content/Marketing Manager

04/2021 - 08/2022

- Conducted **detailed quality checks**, identifying and resolving inconsistencies in software-based learning materials.
- Maintained and organized **multi-layered files**, ensuring content accuracy and version control.
- Reviewed and refined **technical workflows** for online learning modules and interactive software.
- Applied **Adobe Photoshop & Illustrator** to check graphical elements for digital courses.
- Developed compelling sales and marketing collateral, including brochures, pitch decks, and promotional materials.
- Created engaging content to support sales initiatives, including case studies, white papers, and one-pagers.
- Crafted persuasive messaging for marketing campaigns, aligning with brand strategy and audience needs.
- Designed and optimized sales enablement materials to enhance lead generation and client engagement.
- Collaborated with cross-functional teams to ensure consistency in marketing and sales communications.

Meta (Contract) - Product Content Manager

04/2022 - 06/2022

- Managed content distribution across online channels and social media platforms, increasing reach and engagement by 25% through targeted publishing strategies.
- Analyzed user engagement and website traffic metrics using a

content management system, identifying opportunities that boosted site visits by 30%.

- Utilized analytics tools to pinpoint areas of improvement, implementing changes that enhanced conversion rates by 20%.
- Curated 50 pieces of content monthly, maintaining high-quality standards while driving a 15% increase in audience retention.
- Enhanced product marketing objectives by developing communication initiatives and branding strategies, increasing client outreach by 40% and supporting revenue growth.

Olly Olly - Content/Marketing Manager

10/2020 - 04/2021

- Developed compelling sales and marketing collateral, including brochures, pitch decks, and promotional materials.
- Created engaging content to support sales initiatives, including case studies, white papers, and one-pagers.
- Crafted persuasive messaging for marketing campaigns, aligning with brand strategy and audience needs.
- Designed and optimized sales enablement materials to enhance lead generation and client engagement.
- Collaborated with cross-functional teams to ensure consistency in marketing and sales communications.

My Good Life - Director of Communications

Los Angeles, CA • 01/2015 - 04/2020

- Developed key operational initiatives to drive and maintain substantial business growth.
- Guided team members through periods of change by providing clear communication on expectations and objectives moving forward.
- Conducted target market research to scope out industry competition and identify advantageous trends.
- Ensured compliance with industry regulations while maintaining ethical business practices at all times.

| VOLUNTEERING

Yale Alumni Association

Day of Service Coordinator, Social Media Marketing Lead, and Event Facilitator

2011 – Present

- Day of Service Coordinator: Led the planning and execution of Yale Day of Service events for 8 years, mobilizing alumni and local communities to participate in impactful service projects in New Haven, Chicago, Dallas, Los Angeles, and North Carolina.
- Social Media Marketing Lead: Championed the Yale Alumni social media presence, driving engagement across platforms and amplifying alumni activities. Featured in the Yale Daily News for initiatives to boost alumni involvement on Twitter.
- Event Facilitator: Organized and facilitated over 5 online alumni events, featuring notable speakers such as Gretchen Rubin. Played a key role in curating discussions and enhancing alumni engagement through virtual platforms.