

PROFESSIONAL SUMMARY

Strategic marketing leader with 8+ years of experience in performance marketing and media strategy, managing high-budget campaigns for enterprise-level clients in retail, beauty, and e-commerce. Proven ability to oversee multiple accounts, drive full-funnel performance marketing strategies, and lead cross-functional teams in fast-paced environments. Expertise in media planning, campaign execution, and analytics with a track record of managing \$1M+ monthly budgets and optimizing performance across digital and traditional channels.

KEY ACHIEVEMENTS

- Spearheaded performance marketing campaigns managing \$1M+ monthly spend, achieving consistent improvements in KPIs.
 - Improved enterprise client retention from 73% to 91% MoM through strategic enablement and relationship management.
 - Successfully scaled eCommerce clients by 4,093,333% (from \$75K AR to \$3.1M AR) via performance marketing and media planning.
 - Panelist for marketing innovation strategies with Yotpo, Shopify, and TikTok, showcasing thought leadership in the industry.
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CORE COMPETENCIES

- Multi-Channel Marketing Strategy (Search, Social, Display, TV, and Offline)
 - Full-Funnel Performance Marketing
 - Campaign Ideation, Creation, and Execution
 - Data Analytics & Reporting (Tableau, Excel, Google Analytics)
 - Media Planning and Measurement
 - Client Leadership & Stakeholder Management
 - New Client Onboarding & Relationship Building
 - Team Leadership & Mentorship
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EXPERIENCE

Digital Marketing & Growth Performance Consultant

Independent Contractor | 04/2024 – Present

- Oversaw multi-channel marketing campaigns for eCommerce & B2B clients, managing internal and external teams of up to 15 teams deliver and execute results-driven strategies.
- Designed and executed full-funnel performance marketing campaigns across digital and offline channels, including search, social, display, and TV.
- Led campaign ideation and day-to-day execution, collaborating with internal & external teams to ensure timely and impactful delivery.
- Developed client reports (weekly, monthly, and ad hoc) with actionable insights to optimize performance and drive ROI.
- Scaled acquisition and retention efforts through tailored media strategies and measurement frameworks.

Senior Manager, Education & Product Enablement

TikTok | 06/2023 – 04/2024

- Directed enablement initiatives for global advertisers, driving a 1,100% YoY increase in merchant growth and 45% MoM retention uplift.
- Managed a 10-person team through for merchant activation & campaign execution for SMB and enterprise merchants
- Launched TikTok Shop Academy and produced detailed performance analytics and reporting to inform iterative strategy and campaign improvements.
- Collaborated across sales, marketing, and external teams to create cohesive media plans, integrating social, influencer, and paid media strategies.

Digital Strategy Lead, Accelerated Growth Team

Google | 03/2022 – 04/2023

- Led strategic planning and execution for high-budget accounts in retail, SaaS, and food & beverage sectors, managing \$1M+ monthly budgets.
- Designed media plans integrating search, social, display, and offline channels, achieving measurable customer acquisition gains.
- Acted as primary strategist and client lead, conducting weekly and monthly stakeholder meetings to review performance and strategize improvements.

- Directed new client onboarding processes, ensuring seamless integration and alignment with client objectives.

Manager – Partnerships Strategy

Postscript.io | 06/2021 – 03/2022

- Led Partnership growth initiatives and partner relations by collaborating with technology and agency partners as a panelist and producing resources for merchant growth.
- Developed and executed partner enablement programs, such as Postscript.io Partnership Certificate, driving a 200% MoM increase in partnership referrals.
- Collaborated with cross-functional teams to create co-marketing campaigns and educational materials for partner alignment.
- Developed full-funnel marketing strategies that increase partner referrals and partner merchant ROI

Customer Success Manager

Postscript.io | 10/2020 – 06/2021

- Oversaw a portfolio of 100+ customers with \$1.5M ARR, ensuring seamless project management and alignment with customer KPIs.
- Led product enablement sessions, documenting new feature releases and best practices for internal teams and external partners.

Client Strategy Director

Hawke Media | 08/2018 – 10/2020

- Managed DTC brand growth for 45+ clients, overseeing eCommerce product launches and end-to-end digital campaigns that achieved 772% YoY growth for key accounts.
- Led cross-functional initiatives with creative, product, and technical teams to enhance online user experiences (UX) and improve conversion rates.
- Developed data-driven presentations and reports for executive stakeholders, outlining strategies to optimize paid media spend and maximize ROI.

Account Executive

Vendo - | 10/2016 – 08/2018

- Set and implemented scalable efforts with reported growth based on channel budgets, projected revenue, and efforts
- Accelerated agency growth with innovative marketing tactics that drove growth and collaborated with internal and external teams, focused on testing value and the ability to execute

EDUCATION

B.A. Communications & Media Studies

- 2009-2013 San Francisco State University

Digital Marketing Bootcamp

- 2017 General Assembly, Santa Monica, CA
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MARKET SKILLSET

Paid Media	SEO	CRO	Social Media Marketing
Attribution Modeling	Retention Strategy	Revenue Operations	Project Management
Media Planning	CRM Marketing	Campaign Analytics	Content Strategy