

PROFESSIONAL EXPERIENCE

- Snyk** Boston, MA
Currently engaged in an 18-month rotational program across strategy, marketing, and product functions, developing cross-functional expertise and strategic insight.
Strategic Initiatives Associate (Second Rotational Program) *Jan 2025 – Present*
- Led cross-functional project management for our AI platform launch, aligning product, design, marketing, and GTM teams to meet aggressive timelines
 - Championed stakeholder alignment and milestone tracking to ensure an on-time, high-impact product launch
 - Conducted AI-driven research and market intelligence to provide insights to the executive team
 - Leveraged strategic insights into product messaging and KPIs frameworks to strengthen market positioning
 - Worked on pricing transformation strategy, working on product marketing slides and sales and technical enablement
- Advised executive leadership on product strategy through strategic presentations, integrating key insights from sales and finance teams to support critical business decisions
- Marketing Operations & Campaigns Associate (First Rotational Program)* *July 2024 – Dec 2024*
- Improved campaign performance by creating a comprehensive analytics framework which increased tracking accuracy, improved reporting efficiency, and drove data-driven optimizations
 - Led the creation of campaign assets, including high-impact, customer-specific events and evergreen content creation
- Customer Solutions Analyst (6 month full-time co-op position)* *July 2023 – Dec 2023*
- Initiated Snyk's strategic Key Accounts Program, managing top 27 accounts with a combined ARR of \$40M
 - Improved executive decision making in the customer solutions organization through generating EOQ reporting
 - Developed new data cuts to gain deeper insights into service offerings utilization, driving the closure of open opportunities
 - Raised solutions engineering productivity by creating executive dashboards for in-progress sales deal insights
- ServiceNow** Boston, MA
Web Publishing & Content Associate (6 month full-time co-op position) *July 2022 – Dec 2022*
- Managed content updates for ServiceNow's global marketing website, creating event pages, large-scale blog posts, and performing functional QA to ensure seamless asset uploads
 - Leveraged content management software to optimize high-traffic web pages with text, images, video, and other digital marketing tools, supporting campaigns across diverse region
 - Worked on an in-depth analytics project, leveraging expertise in data analysis to synthesize complex datasets into actionable insights and delivering a polished presentation
- The Boston Globe** Boston, MA
Consumer Marketing Analyst (6 month full-time co-op position) *May 2021 – Dec 2021*
- Focused on retaining digital and home delivery subscribers by leveraging consumer data collection, helping to stabilize engagement and mitigate subscriber churn
 - Learned about data-driven marketing by analyzing analytics and listening in on leadership strategy meetings
 - Completed QA tests across BostonGlobe.com to ensure all campaigns met brand guidelines
- Red Bull** Boston, MA
Student Marketeer *July 2021 – June 2022*
- Redefined sampling strategy to drive better brand awareness, improved Red Bull's image in the greater Boston area
 - Gained field marketing experience engaging in customer surveys and gathering feedback by direct consumer sessions

CERTIFICATIONS

Stanford University, College of Engineering: Advanced Product Management Program

Completed Courses: Generative AI for Product Innovation, Driving Product Strategy

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Bachelor of Science Degree in Business Administration

Concentration: **Marketing**, Minor: **Data Science**

Activities: Club Tennis Team, Kappa Delta Sorority, Business Innovation Technology Club, NEU Marketing Association

TECHNICAL SKILLS

Proficient: Jira, Looker, Tableau, Salesforce, Python, Figma, SPSS, Marketo, AEM (Adobe), Google Suite, Office365

Familiar: HTML, Jupyter Notebook, Chinese Language