

## WORK EXPERIENCE

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### Yesler

Seattle, WA

*Marketing Operations Project Manager – assigned to Microsoft*

November 2013 - Present

- Project Lead for Marketing Service Desk (MSD) team that enables set up and tracking of Return on Marketing Investment (ROMI) across entire United States subsidiary at Microsoft.
- Supports 40+ marketing managers and coordinators within Enterprise and Industry division of Microsoft.
- Created documents and tools such a hygiene report, post event results tracker, and Kanban board to manage internal process and optimize team wide efficiency.
- Production/Project manager for Mill Street Sessions, an internal company initiative to present up and coming local artist for intimate in office performances while creating high quality video and audio recordings for later use.

### Amazon.com

Seattle, WA

*Contractor – Inventory Planning/ Category Management – Grocery*

September 2012 - July 2013

- Cleaned up, maintained and expanded product catalog for General Mills to 700+ active items sold on Amazon.
- Built comprehensive vendor scorecard outlining retail basics and sale performance for each General Mills brand.
- Designed, and implemented dashboard built from custom SQL/ETL queries that measured and tracked issues impacting purchase order acceptance rates by vendors.

### AT&T (via Xversity Staffing)

Bothell, WA

*Business Analyst – Business Integrated Design (BID) Project*

January 2012 - Sept. 2012

- Business Phone and Services products subject matter expert for AT&T initiative to combine six different small business online ordering flows into one unified customer experience.
- Authored Functional Requirements for purchase process through detailed product provisions and flow charts.
- Project managed creation and execution of BID Catalog data request for use in Functional System Testing (FST) and User Acceptance Testing (UAT).

### Valve Software

Bellevue, WA

*Contractor – Steam Support*

July 2010 – July 2011

- Provided customer service and technical support to Steam users via email. Steam is the leading online platform for selling and distributing video games with over 30 million registered customers worldwide.  
~ Specialized in resolving billing and purchasing issues requiring an expertise in billing systems.
- Implemented Tableau Software to conduct cohort analysis to monitor purchasing behavior, discover trends, and prevent credit card fraud.

### Amazon.com

Seattle, WA

*Contractor – Inventory Planning – Grocery*

August 2009 – July 2010

- Managed Vendor Contact Management queue for troubleshooting vendor instigated problems.
- Devised “Project Campfire,” a departmental effort to analyze and work with vendors to determine catalog items that have zero inventories and have not been on order for extended periods of time.

### Cole & Weber United

Seattle, WA

*Assistant Media Planner*

July 2007 – March 2009

- Planned and operated \$18 million dollar annual advertising spend for online display, lead generation and traditional print ad campaigns for Capella University.
- Coordinated the Washington State Lottery \$2 million media budget that resulted in record-breaking sales.
- Prepared, analyzed, and presented to internal teams and clients weekly, monthly and quarterly performance reports of 50+ websites for placement optimization using such KPIs as CPC, CPM, and CPA.

## EDUCATION

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### University of Puget Sound

Tacoma, WA

- Bachelor of Arts in Music and minor in Communication Studies.
- President of the Associated Students of the University of Puget Sound (ASUPS)
- ASUPS Popular Entertainment/Cultural Events Programmer

May 2007

March 2006 – March 2007

March 2004 – March 2006

## SKILLS AND INTERESTS

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- Holds WA State Class 12 Mixologist Permit
- CPR/AED Certified
- Conversational French and Vietnamese
- Accomplished singer and saxophonist