

## SKILLS

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**AI:** GPT-4 API, prompt engineering, n8n (Agentic Workflows), Zapier, Claude, LangChain, Gamma.

**Data & Analytics:** Python (Pandas, NumPy, Scikit-learn, XGBoost, spaCy, Beautiful Soup), SQL (PostgreSQL, BigQuery, CTEs, window functions), GA4, Looker Studio, Tableau, Power BI, Excel (pivot tables, XLOOKUP, scenario modeling, statistical functions).

**Martech:** HubSpot (workflows, lead scoring, APIs), Salesforce, Zoho, Marketo, Shopify, Attentive, Clay, Canva.

## PROFESSIONAL EXPERIENCE

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### HeadToNet (AI marketing ops and data pipelines)

*Product Marketing Manager*

*03/2025 – Present*

- Drove \$87K in recovered revenue by building multi-touch attribution model and competitive positioning framework; created sales battle cards that enabled team to win against 3 incumbent competitors and shift budget to 3:1+ ROAS channels.
- Accelerated pipeline velocity 34% by redefining ICP and designing predictive lead-scoring model (fit + intent + engagement) in partnership with RevOps; achieved 96% same-day lead routing and freed 9 hours/rep/week from manual triage.
- Generated \$33K incremental pipeline through VOC research (23 customer interviews + GA4/Hotjar analysis) that repositioned demo page messaging around risk reduction; simplified form 60% (15→6 fields) and delivered 26% conversion lift.
- Enabled 62% faster GTM execution by launching AI-powered content engine (GPT-4 + 26 prompts) for launch materials, sales decks, nurture sequences, and competitive one-pagers; achieved 82% first-pass approval rate, freeing Marketing team for more strategic work.
- Drove 29% email engagement lift by building customer segmentation and automated nurture strategy (RFM + firmographic modeling across 12K contacts, 8 HubSpot lifecycle tracks); saved SDRs 6 hrs/week through automation.
- Eliminated 9 hrs/week of manual reporting by building executive GTM dashboard (Looker Studio) as single source of truth for Marketing, Sales, and RevOps; real-time tracking of CAC by channel, LTV:CAC, pipeline velocity, and lead quality.
- Orchestrated cross-functional launch of a RevOps attribution solution (offer design, messaging, packaging, playbooks), enabling sales to open 27% more multi-product opportunities.
- Ran controlled pricing experiments across 4 customer cohorts (per-seat vs volume-tier models) and recommended a hybrid structure that held win rate flat while adding an estimated \$12K in incremental ARR.

### Crewasis (AI-Driven Market Intelligence B2B SaaS Platform)

*Product Marketing Manager*

*09/2023 – 02/2025*

- Reduced CAC 14% (\$14.4K annual savings) by partnering with RevOps on pricing & packaging strategy and GTM stack optimization; analyzed ROI across 14 tools, recommended retiring 7 and pausing 4 high-CAC channels (>\$280 CAC).
- Improved meeting-set rate from 9%→22% by defining and evolving ICP using predictive modeling (logistic regression, 143 won/lost deals); identified 6 high-value predictors, created tiered ABM segmentation, launched 10 persona-based campaigns.
- Increased win rate 27% on target accounts through comprehensive sales enablement program (pitch decks, competitive battle cards, objection playbooks); partnered with Sales leadership on talk tracks aligned to ICP pain points.
- Generated 21 qualified demos in 90 days by repositioning LinkedIn content strategy using data-driven insights (Python analysis showing technical how-to content drove 4.3× demo intent + NLP competitive gap analysis); scaled from 0→1K followers.
- Maintained differentiated competitive positioning through an automated intelligence system (Python + n8n) tracking 23 competitor signals (pricing, messaging, G2 reviews, hiring); fed quarterly win/loss analysis and sales battle cards.
- Redesigned subscription tiers (Core / Pro / Enterprise) and product-led growth motions, increasing trial conversion by 9 percentage points and contributing, \$65K ARR within two quarters of rollout.
- Partnered with Product managers and CS to run beta programs with power users; collected 34+ qualitative interviews that shaped UX improvements and produced 7 new proof points for sales collateral.

## Tessa International (Bilingual Education Offering In Spanish, French & Mandarin)

Growth Marketer

02/2023 – 05/2023

- Drove 15% MoM enrollment growth and 2x engagement (session duration 1:43→3:21) through comprehensive VOC research program (350 surveys + 18 parent interviews); developed 4 parent personas and repositioned website messaging around validated pain points.
- Increased qualified inquiries 33% while saving \$31.2K annually by redesigning paid acquisition strategy across Google/Meta (23 campaigns); eliminated bottom 40% of spend (CPL >\$85), reallocated to high-intent segments.
- Delivered 34% conversion lift through hypothesis-driven experimentation across 4 languages (EN/ES/FR/ZH); A/B tested form UX across 1,847 sessions with statistical validation, reduced completion time from 3:14→1:51.

## Real Madrid (Sports Team With The Largest Follower Count On Social Media)

GTM Associate

05/2022 – 06/2022

- Improved email performance 10% (opens) and 5% (CTR) across 2.3M subscribers by designing rigorous experimentation program testing messaging variants; used statistical methods (n=38K/variant, 80% power) before global rollout.
- Reversed Gen-Z engagement decline through GA4 behavioral analysis showing sub-30s content drove 3.7x higher completion; influenced content strategy shift toward short-form player focused stories.
- Worked with club executives and RevOps analysts to frame A/B test results in business terms (revenue per email, sponsor value), helping secure buy-in for a new lifecycle messaging strategy across the 2.3M-subscriber list.

## Cyringe Media (International Advertising Agency)

Account Executive

05/2019 – 05/2021

- Led digital strategy for 6-client portfolio (CPG, crypto, retail, sports) managing 8-person team; launched campaigns improving sales penetration 4.5%.
- Streamlined multi-platform content workflows using Trello, HubSpot, and CrowdTangle, reducing lead-form abandonment by 7% and boosting engagement rates.
- Introduced targeted PPC and SMS campaigns, improving sales penetration by 13% across all accounts and elevating brand presence.

## Sportz Interactive (Sports Media Agency)

09/2018 – 03/2019

Content Writer,

- Crafted sports-centric positioning and messaging adhering to brand standards; drove audience engagement through in-depth knowledge of events/teams, informed GTM strategies, and contributed to adoption growth.
- Owned problem-solving for content delivery bottlenecks in ambiguous situations; ensured timely outputs per sporting calendar, demonstrating accountability and influence without authority.
- Managed social advertising with flexible scheduling; targeted personas to improve engagement/win rates, analyzed performance for data-driven adjustments.

## PROJECTS

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### **Fantasy Premier league Insights (Soccer) (Excel, Python, Tableau)**

- Predicted top players for the season using key metrics and data from the Fantasy Premier League. Devised a scoring system to evaluate player value and identify standout performers by position and price

### **Kickstarter Projects Analysis (Data source) (SQL)**

- To help the Product team understand the viability of product offerings, exploring the factors that might influence the success of a campaign and address key questions

## EDUCATION

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### **Stevens Institute of Technology, Hoboken, NJ**

2023

Master of Science | Major: Information Systems | GPA: 3.9

Coursework: Data Analysis, Project Management, Machine Learning, Data Visualization, Database Management