

EDUCATION

Columbia University, New York, NY <ul style="list-style-type: none">Software Development edX Certificate in Full Stack Web Development	Dec 2024 - March 2025
Johns Hopkins University, Baltimore, MD <ul style="list-style-type: none">B.A. in Public Health Studies Minor in Global Environmental Change and Sustainability	Sept 2011 - May 2015

PROFESSIONAL EXPERIENCE

Senior Manager, Partner Services Digital Brand Manager <i>Recom / Quiverr, Advantage Solutions Inc. *Quiverr was acquired by Recom in April of 2023</i> <ul style="list-style-type: none">Managed P&L of \$110M in annual sales across seven direct brand partnerships and four private label accounts for Top 10 Amazon Seller.Responsible for strategy and 360 performance covering forecasting models, inventory positioning, purchasing decisions, and marketing / promo calendars to drive internal and external (brand) targets across sales, conversion, AOV, BB, return rates, and profit margin.Co-developed and directed a \$12M annual search and display ad strategy, defining KPIs for ROAS, TACoS, traffic, and organic growth while balancing off-site brand initiatives and external platform investments with Amazon performance.Developed and executed data-driven creative strategy leveraging competitor analyses to optimize brand content, SEO, product pages, and brand story design.Increased my portfolio's profitability by +46% in six months through strategic changes leveraging customer data and brand insights.Selected as internal project lead for client-facing data analytics tool. Collaborated with engineering and finance teams to improve data accessibility, driving efficiency and partner retention.	April 2022 - April 2024 Sep 2021 - April 2022
Social Media & Digital Consultant <i>Salt Paper Studio & Rainey Day Media; Freelance</i> <ul style="list-style-type: none">Analyzed engagement metrics and growth trends to concept and execute viral social media content strategy. Generated 50M+ views and \$40K in revenue with \$0 ad spend, and increased Instagram following by 1,345% to 100K+ followers and engagement rate by 31,429% in four months.Video content was recognized by Adobe, leading to evergreen creative partnership and sponsorship.	Jan 2022 - Present
Growth Marketing & Creative Strategist <i>The Metalios Team, Houlihan Lawrence Real Estate; Freelance</i> <ul style="list-style-type: none">Lead creative for print marketing and direct mailer campaigns, generating an annual sales volume of ~\$15M in 2021 to \$40M in 2024.Developed and executed digital strategies for the CEO and 15 agents, achieving \$220M+ in 2024 sales, 200% YoY gross dollar growth.Grew website visits by 61% and unique visitors by 49% YoY through redesigned marketing campaigns and cross-platform SEO (2021).Deployed paid media, launching and optimizing Google PPC campaigns and local ad campaigns.Designed a training platform and digital resource hub for marketing continuity and agent development.Automated workflow for internal processes, improving team efficiency and client experience.	July 2020 - Present
Digital Growth Strategy Lead - Prestige Beauty Marketplace Account Manager - Prestige Beauty Category Specialist & Buyer - Prestige Hair Care <i>Walmart eCommerce & Jet.com (Jet.com was an e-commerce platform that was acquired by Walmart for \$3.3B in August 2016).</i> <ul style="list-style-type: none">Promoted to Prestige Beauty Strategic Lead to optimize category performance across dropship, marketplace, and owned operations.Simultaneously managed category's marketplace sellers - responsible for success of 35 high touch distributor and brand accounts. Managed seller catalogs, negotiations, web integration, on-site advertising, promotions, fulfillment, and onboarding for both Jet.com & Walmart.com.Managed advertising pipeline from sales pitch to ad spend attribution. Onboarded 20 sellers, contributing 99% of the larger category's planned seller funding goals.Collaborated cross-functionally with marketing, supply chain, marketplace, and site experience teams on business development, delivery programs, inventory allocation, and advertising efforts to achieve targeted KPIs and integrate problem solving frameworks.Managed P&L of Prestige Hair Care, the highest grossing individually owned category within the luxury beauty vertical on Walmart.com & Jet.com, contributing 28% of total Prestige Beauty sales. Over-delivered on aggressively planned KPIs and customer value index measures annually, including margin plan and profit.Grew category GMV YoY on Walmart.com by 230% within first four months and increased profit contribution by 247% during first year (outpacing category average of 160% profit growth).Owned category's search & browse experience, technical attribution and site taxonomy, purchasing and pricing strategy, national inventory positioning and peak forecasting, promotional calendar, marketing spend, and SEM and SEO optimization.Launched and maintained ownership of 14 direct brands and 3 major distributor partnerships on Jet.com.	Aug 2019 - Aug 2020 Feb 2018 - Aug 2020 Feb 2017 - Aug 2020