

## WORK EXPERIENCE

### **Marketing & Communications Manager, Real Estate Board of NY (New York)** Jul 2019-Current

Lead all revenue-generating marketing and communications initiatives for the Member Services divisions at NYC's leading real estate trade association

- Drove an integrated dues campaign to collect \$10MM+ across membership categories
  - 43% average open rate; 17% average click rate
- Created and executed a strategic email and social content calendar to secure sponsorships and ticket sales for REBNY's Annual Banquet, raising \$2MM
- Launched Citysnap, REBNY's new NYC residential listing portal, with a targeted email campaign, successfully reaching 52% of our membership
- Delivered timely crisis communications to 15K+ members during the COVID-19 pandemic
- Leading email automation campaigns via Journey Builder and overhauling REBNY's membership handbook to improve our new member onboarding process

### **Marketing Executive, The Law Society (London, UK)** Nov 2016-Apr 2018

Managed marketing campaigns and budgets to support key events, products and services

- Implemented department's first LinkedIn ad campaign for an HR Forum with A/B testing
  - 400% ROI; 13% of attendees attributed to campaign
- Executed the successful launch of a new Mental Capacity Accreditation
  - First 4 sessions of the prerequisite course were full (\$45K) shortly after the kickoff email

### **Marketing Coordinator, PureLife Dental (Los Angeles)** Dec 2014-May 2016

- Grew customer attendance and booth sales at a top dental convention by over 30% with new "superhero" campaign to improve brand awareness
- Crafted presentation decks and RFPs to expand B2B opportunities and helped close a multimillion-dollar partnership with a new distributor
- Managed the website redesign for PureWay (a sister company) to optimize the buying experience; also designed its blog page from scratch ([blog.pureway.com](http://blog.pureway.com))

### **Marketing & Business Development Associate, American Institute of Implant Dentistry (AIID) (Washington, D.C.)**

Jun 2013-Aug 2014

- Collaborated with 8 partner firms to organize, promote and run co-branded courses
  - Clients included Porsche Consulting and The Ritz-Carlton Leadership Center
- Executed a direct marketing campaign to attract high-end doctors to attend "luxury" courses, generating \$75K+ revenue within 4 months

## SKILLS & CERTIFICATIONS

- **Technical Skills:** Marketing Cloud, Salesforce, Mailchimp, WordPress (WooCommerce), Microsoft Office (Word/PowerPoint/Excel), Google Analytics, Paid Social, Paid Search, Hootsuite, Adobe InDesign & Photoshop, HTML, SEO, A/B Testing, Google Tag Manager, Google Search Console, Optimizely, Balsamiq, InVision, QuickBooks
- **Soft Skills:** Strong writing, strategic planning, cross-functional collaboration, analytical decision-making, detail-oriented, client management, creative problem-solving
- **Certifications:** Google Ads Fundamentals, Google Analytics for Beginners
- **Courses:** Springboard's UX Design (2019)
  - UX Skills: Surveying, Interviewing, Heuristic Analysis, Empathy Mapping/Personas, MVP and User Stories, Sitemaps/User Flows, Wireframing, Prototyping, Usability Testing

## EDUCATION

**University of Virginia** (Echols Scholar)  
McIntire School of Commerce

**Aug 2009-May 2013**  
Concentrations: Marketing & Management