

Experience

09/2020 - Current

New York, NY

Segal Savad | Project Manager

- Led a cross-functional team of UX designers, developers, and communications stakeholders, through Agile methodology, to deliver a \$650,000 investor portal for a global investment firm, streamlining their materials workflow and increasing investor participation.
- Scoped out technology requirements, created basic wireframes and user flows, and built out product roadmap and sprint cycles for an redesigned Intranet, reaching an audience of ~1,800 employees.
- Oversaw 11 art directors and freelancers for the completion of 130+ digital marketing projects for 20+ Fortune 500 clients across varying industries.
- Acted as the primary contact between internal creative team, vendors, and external clients to communicate strategy, project scope and feedback.

07/2019 – 09/2020

New York, NY

Curacity | Chief of Staff to CEO and President

- Conducted daily SCRUM meetings with 3 remote developers to develop and maintain an Influencer hotel booking platform, automating application process by ~63%.
- Project lead for an omni-channel revenue initiative and worked closely with ~200 hotel partners to define each influencer partnership, including key objectives and timing.
- Liaised with 1,300+ influencers and provided quality assurance to ensure deliverables are met to client's standards, increasing client retention rate to 90%.
- Redesigned 6 user-facing pages for the company website, using HTML, CSS and JavaScript.

09/2016 - 05/2019

Ithaca, NY

SRI-RICE | Project Manager

- Oversaw the data migration from reference manager Mendeley to Zotero, tracking against a ~\$6K budget.
- Led the design and content strategy of the new Drupal based SRI-RICE webpage, increasing website traffic by ~32%.
- Managed a team of ~7 interns to obtain 3,000+ additional System of Rice Intensification (SRI) research artifacts from 60+ countries.

05/2018 - 08/2018

San Francisco, CA

Curology | Brand Marketing Intern

- Created and analyzed new paid marketing campaigns on Facebook, Snapchat and Spotify, increasing company expose to 4,000+ new social media influencers.
- Designed, developed, and tested the "Patient Stories" campaign to improve 5,000+ patient engagement.
- Spearheaded the #treatyoskin campaign, including planning the launch and organizing photoshoots.

Education

08/2015 - 05/2019

Ithaca, NY

Cornell University

B.A. Information Science: User Experience and Digital Culture & Production
Business Minor

Skills, Projects & Interests

Skills: Agile Methodology, HTML/CSS/JavaScript, PHP/Python, Asana/JIRA/Trello, Graphic Design, Adobe CC, Marketing Campaigns, Web Design, Microsoft Office, Google Suite, Technology Troubleshooting, Data Analytics, UX/UI Design

Projects: *SRI-RICE Web Design*- a research repository built around a Drupal CMS, *Curacity Rebranding*- a full rip and replace of Curacity's branding to align with a new product launch, *Breakfree Web Design*- a full stack dance club website designed using HTML/CSS and PHP/SQL backend, *BizBuzz Application*- a conceptual app design to connect local business owners in Ithaca

Interests: Hiking, Cooking, Traveling, Rock Climbing, Bodybuilding, Bullet Journaling, Sketching, Interior Design