

Experience

Senior Manager, Web Retention and Engagement, DocuSign San Francisco, CA Aug. 2015 - present

Drive customer retention strategy for ecommerce. Produce insights and use them to design and implement customer-facing campaigns that increase usage and reduce churn. Be the expert on how product and process changes will affect current paying customers.

- Build, streamline, and automate reporting for churn, retention, web analytics, and broader engagement.
- Work cross-functionally to make internal systems more effective at targeting and personalization at key moments of truth.
- Create and implement campaigns using a variety of media (email, phone calls, curated landing pages, in-product triggers) that increase customer lifetime value through relevant and timely content and messaging.
- Piloted a high-touch onboarding program that increased customer engagement and improved customer experience.

Manager, Customer Experience and Retention Analytics, Esurance San Francisco, CA Oct. 2013 – July 2015

Managed the design of improvements to products and processes that increased customer satisfaction and loyalty. Provided executives and business owners with reporting and strategic recommendations.

- Created the primary KPI for customer service initiatives. Conducted business case analyses that prioritized ecommerce projects with potential annual savings to call center costs of \$1 million.
- Designed and implemented a proactive email and outbound call campaign that increased the save rate of customers who wanted to cancel by 30%.
- Optimized omni-channel communications (auto-dialer calls, emails, in-app messaging, push notifications, SMS) to improve payment success, thus improving the billing experience and decreasing customer churn.
- Worked with product management and customer service to improve usability, product, and support.
- Created a framework for measuring and analyzing key drivers of customer satisfaction and improving NPS.
- Championed and served as primary SME for customer journey mapping and pain point analysis.

Microinsurance Fellow, Kenya Orient Insurance Nairobi, Kenya May 2012 - Aug. 2013

Led the growth of the microinsurance department by designing initial products, building scalable operations, and advocating the importance and potential profitability of the unit to key stakeholders.

- Developed a bundled credit and insurance product for 100,000+ sugarcane farmers; interviewed the farmers and coordinated the efforts of the insurer, a bank, and the sugar miller to meet the farmers' needs.
- Implemented a short-term travel insurance product (purchased via SMS) on a new mobile platform.

Pricing Supervisor, Esurance San Francisco, CA April 2010 - April 2012

- Ensured the profitability of automobile insurance through product design, pricing, and underwriting.
- Trained eight and managed a team of five to produce countrywide pricing analysis and recommendations.

Applications Systems Analyst, Kansas City Life Insurance Kansas City, MO Jan. 2005 - Dec. 2009

- Implemented and trained internal customers on 20+ products on the administrative systems.

Education

MBA, Haas School of Business Berkeley, CA Expected May 2018

B.S. in Mathematics, with honors, University of Kansas Lawrence, KS Dec. 2004

Volunteering

Vice Chair, International Actuarial Association's Microinsurance Working Group | Supplier Diversity Lead, Esurance |
Guest Lecturer, Strathmore University Department of Finance and Applied Economics | Writing Tutor, 826 Valencia |
Mentor, Big Brother Big Sisters | Volunteer, Haas Challenge for Charity