

Canadian citizen with permanent residency status and legal authorisation to work in Spain.

Target-driven marketing and communications professional with over 10 years of international experience and a proven track record in the B2B technology sector. Leverages a can-do attitude and focuses on delivering impact to achieve organizational goals. Enjoys building strong relationships with colleagues and customers.

Product Messaging and Positioning | Customer Journey Mapping | Excellent Written and Verbal Communication |
Passionate about Innovative Technology

English (Native) | Spanish (Intermediate) | Polish (Proficient) | French (Limited)

- Crafted compelling B2B/ Enterprise messaging and executed EMEA media relations for the initial public offering in collaboration with senior management (NYSE: PVTL, April 20, 2018; raised \$555M).
- Directed five agency teams' day-to-day PR activities across nine countries (the U.S., the U.K., Germany, France, Singapore, China, Japan, South Korea, and Australia) driving a cohesive and localised narrative for each region. Positioned Pivotal as a leader in enterprise cloud computing and supported rapid company growth (FY2019 Q2 total revenue of \$164.4M, an increase of 30% YOY).
- Developed a digital self-assessment tool for customers across six countries and five verticals that generated leads and integrated with Salesforce and Marketo.
- Coordinated and supported events internationally (e.g., London, Las Vegas, New York, Beijing). Orchestrated joint media opportunities with executives and PR/ marketing staff of Fortune 500 customers (e.g., VW, Orange, Allianz, Ford).

- Created marketing and communications programs to execute go-to-market strategies to achieve revenue targets for Pivotal Labs (~100M USD). Created digital marketing assets, including white papers, customer case studies, and sales enablement materials in collaboration with stakeholders and customers.

2014 - 2014 Mansfield Communications, Toronto, Ontario, Canada

Director, Digital. | 03/2014 - 06/2014

Achievements:

- Within three months, established a new Digital and Social Media practice for the PR agency; including hiring and leading a team of four direct reports with core competencies in digital and content marketing and social media that deepened relationships with existing clients by expanding the scope of services offered and increased total annual contract revenues by ~\$150K CAD.

2008 - 2013 BlackBerry Limited, Waterloo, Ontario, Canada

Positions Held:

Senior Public Relations and Social Media Specialist. (*Corporate Communications*) | 02/2012 - 11/2013

Marketing Communications Specialist. (*Brand Communications*) | 01/2010 - 02/2012

Advertising Coordinator. (*Brand Communications*) | 03/2009 - 01/2010

Office Services Assistant. (*Office of the CEO*) | 10/2008 - 03/2009

Achievements:

- Assisted with the creative development of ATL campaigns. Responsible for managing end-to-end execution of BTL marketing assets throughout the customer life cycle, including ensuring co-branded assets adhered to brand standards and style guides. Streamlined localisation and translation activities for the Québec market, reducing costs by 30%.
- Responsible for managing the brand marketing and communications budget, including the team's quarterly and fiscal year-end budget reconciliations, consistently closing within the target of +/-1% of the \$7M quarterly budget.

OTHER EXPERIENCES

2019 - 2023 Sabbatical / Professional Development, Madrid, Spain

- Relocated to Spain to learn Spanish (CEFR level B1/B2). | 2019 - Present
- Course, Product Marketing. *Product Marketing Bootcamp (Online)*. | Completed 2022
- Certificate, Digital Marketing Analytics. *MIT: Sloan School of Management (Online)* | 2021
- Volunteered at a social startup; integrated migrants, refugees and locals from France, Cameroon and Spain through an online language and cultural exchange community during the pandemic. *SPEAK (Madrid)*. | 2020

EDUCATION

Bachelor of Arts, Psychology and Business Management, *University of Waterloo, Waterloo*

Advertising, Media and Web-Based Communications Planning, *Schulich School of Business, York University, Toronto*