



I am a highly skilled leader of people and projects with exceptional strategic and analytical abilities, a track record of exceptional outcomes, and a passion for marketing that leverages data-driven decision-making and user-centered design.

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STRENGTHS

- Data-driven multi-channel digital strategy for a wide variety of brands, including CPGs, finance, high tech, startups and higher education
- Strategic brand, messaging and content development
- Broad experience with digital marketing channels, including SEM, SEO, PPC, inbound, content marketing and social media
- Broad experience in digital product management and feature design
- Progressive leadership, mentorship and management of technical and non-technical employees
- Exceptional written, verbal and presentational communication skills
- Client relationship management and business development
- Experience in startup, corporate and agency environments

EXPERIENCE

Strategy, Marketing, SEO Consultant for Various Clients, 5/2012-present

Partial list of clients and services provided:

- Notch8: Business development for Ruby on Rails development team
- PlanMember Services: Digital strategy and SEO
- RedNight Consulting: Digital marketing strategy, content and SEO

Digital Strategist at FreshForm Interactive, 11/2013-4/2015

Specific responsibilities and accomplishments:

- Develop and oversee execution of digital marketing strategy for agency clients including Batterii, Eagle Creek, North Island Credit Union, Texas A&M University, St. Edward's University, Qualcomm and others
- Develop and manage execution of FreshForm's own marketing efforts, including strategy, branding, content and optimization
- Participated in creation and presentation of new client proposals that have led to the largest single year increase in new client acquisition and spend per client

Account Strategy and Analysis Captura Group, 11/2010-5/2012

Specific responsibilities and accomplishments:

- Provided content strategy and guidelines as well as content editing, production and customer service for USA.gov, and GobiernoUSA.gov
- Dramatically increased consumer engagement on Unilever's ViveMejor digital properties with data-driven optimizations and strategic content development
- Product management for 2012 San Diego Fair's mobile web app

Executive Manager of Products at Mobiah, Inc., 3/2010-10/2010

Specific responsibilities and accomplishments:

- Product design and management for WordPress plugins, iPhone apps, and mobile web apps, including feature list, wireframes, user testing, branding, marketing, PR and community management
- Provided client services including project management, content curation, CPC ad campaign creation and optimization

Startup Strategist and Business Manager at Conjecture Corporation, 7/2006-9/2009

Specific responsibilities and accomplishments:

- Oversaw strategy, planning, creation and optimization of digital content and site development for several highly visible content-driven sites with a combined audience that grew to over 10MM unique monthly visitors
- Managing contractors during creation and maintenance of websites, including designers, software engineers, editors, and writers, as well as community management and social media messaging
- Extensive startup and online networking and volunteering, including organizing the first San Diego BarCamp, leading Seattle Startup Weekend, and editing for the DMOZ and Wikipedia

4th/5th Grade Teacher ECCUSD, OUSD, SDUSD, 9/2001-7/2006

Specific responsibilities and accomplishments:

- Specific training and experience in working with economically disadvantaged and racially, economically, and linguistically diverse groups of young people
- Acted as campus leader, teacher mentor, and family and community outreach leader

Freelance Copywriter/Editor, 6/2004-12/2013

Business Owner, Swifforever 6/2010-7/2011

Co-Founder, pick.im, 1/2010-6/2010

Business Owner and Tutor at Tutoring San Diego, 6/2004-7/2006

Queen of Administration at YellowGiant, 1/2000-8/2000

All Around Support at FreeMerchant, 5/1999-1/2000

Collections Specialist at LECG, LLC., 10/1998-6/2001

EDUCATION

University of California, Berkeley

- BA Anthropology, with Honors, 1997
- Multiple Subject Teaching Credential, 2002

San Diego State University

- Work towards Masters in Policy Studies in Language and Cross Cultural Education, 2004-2006

Kettering Institute, Dayton, OH

- Research fellow pursuing use of democratic management strategies in diverse settings, 2005