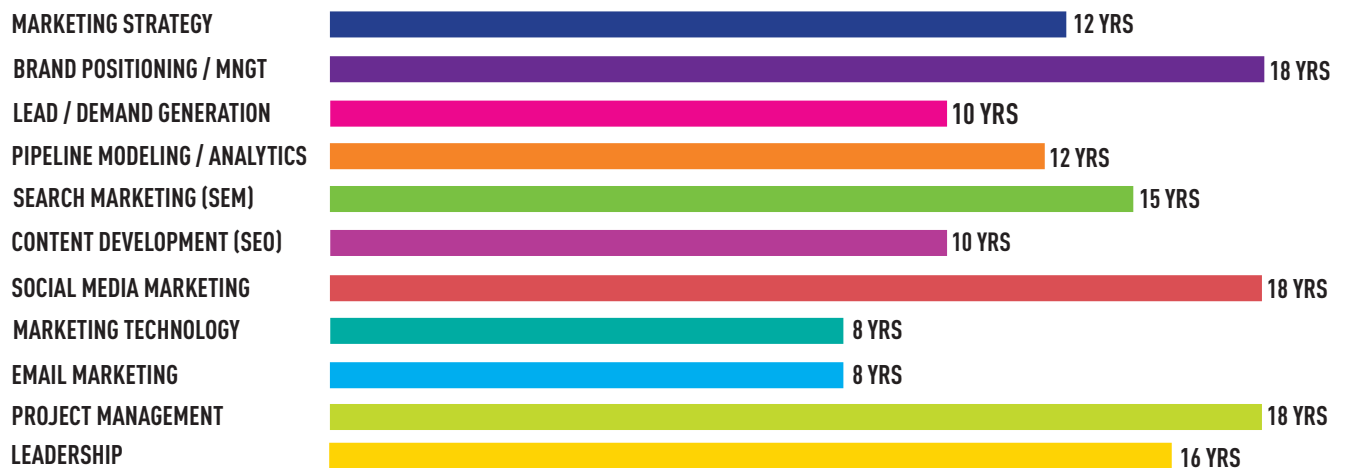


## SUMMARY

Marketing executive with a proven track record for creating multi-channel marketing strategies that drive brand awareness and meet revenue targets. Experienced in customer acquisition, go-to-market strategy, and managing cross-functional teams. Ability to manage seven-figure budgets and distributed teams across multiple global offices. Over eighteen years of experience building brands in entrepreneurial and international environments.

## FUNCTIONAL EXPERTISE



## DIGITAL ELEMENT

- 18 years positioning high-cost products & services
- 12 years creating sales-enabling marketing strategies
- 10 years in demand generation and inbound marketing
- Experienced in building scalable MarTech infrastructure
- Proven track record of increasing growth and conversion

## HUMAN ELEMENT

- B2B expertise (services and technology)
- B2C expertise (technology, education, publishing, fine art)
- Excellent verbal and written communications skills
- Skilled at team development and mentorship
- Ability to work cross-functionally with creative and dev teams

## PASSIONS / HOBBIES



HIKING



YOGA



TRAVEL



MUSIC



MENTORING



ART

## PROFESSIONAL EXPERIENCE

### **Vice President of Demand Generation | Globalization Partners | November 2018 - November 2019**

Responsible for the strategy, planning, and execution of all programs aimed at building awareness and customer acquisition. Create an annual marketing plan including lead projection modeling and metrics tracking. Oversee digital advertising, search marketing, SEO strategy, and sponsorships focused on lead generation and sales enablement. Manage an annual budget and team of twenty comprised of digital marketers, automation experts, event planners, and business development representatives.

#### **Results**

- 164% increase in leads
- 135% increase in sales opportunities—90% sourced through inbound marketing programs
- 32% increase in net revenue
- Built a 13-person BDR team located in Mexico City
- Direct a 7-person digital marketing, web strategy, and marketing ops team located in Boston
- Architected and delivered a world-class MarTech infrastructure ready for global scale

### **Senior Vice President of Marketing | Janeiro Digital | September 2017 - August 2018**

Directed all marketing initiatives associated with customer acquisition strategy, awareness, and revenue growth. Responsible for all marketing functions including programmatic advertising, lead generation, PR, analyst relations, content development, and marketing-stack development. Created an annual marketing plan, budget, and metrics tracking system.

#### **Results**

- 510% increase in leads
- 14% increase in gross revenue
- 40 media placements, two Gartner reports, and an EY Entrepreneur of the Year® finalist nomination (CEO)

### **CMO | Safr: Ridesharing for Women | February 2017 - July 2017**

Responsible for the strategy, planning, and execution of Safr's marketing initiatives aimed at acquiring and retaining customers. Directed all marketing functions including brand development and management, product positioning and messaging, social media advertising, content development, email marketing, social media, and PR.

#### **Results**

- Built a multi-channel GTM marketing strategy and growth plan to acquire series A funding
- Developed brand identity and launch campaign comprised of web property, social media, and out-of-home media
- Landed over twenty editorial articles and television news spots, including CBS, NBC, NPR, Ms. Magazine, and Refinery29
- Achieved 17,000 rider app installs, 10,000 rider registrations, and 3,600 driver applications

## **Startup Institute | April 2015 - February 2017**

### **CMO | August 2016 - February 2017**

#### **Vice President of Marketing | April 2015 - August 2016**

Directed all marketing activities to acquire students in Boston, New York, and Chicago. Responsible for developing a marketing strategy that increased brand awareness and drove lead generation via programmatic advertising, content development, email marketing, social media, and events. Conducted lead acquisition analysis and iteration for targeting effective marketing efforts. Lead digital product development, working closely with our UX designer and front- and back-developers. Managed an annual budget, lead a marketing and development team of seven, and supported a sales team of ten.

#### **Results**

- 120% increase in leads
- 50% increase in applications
- 20% increase in enrollment
- 40% increase in revenue (growth + price increase)
- Optimized website to achieve a 19% decrease in bounce rates 9% increase in conversion rates

## **Hult International Business School (EF) | September 2012 - April 2015**

### **Director of Marketing, North & Latin America | September 2014 - April 2015**

#### **Regional Marketing Manager, North America | September 2012 - September 2014**

Directed all marketing activities aimed at prospective students in the North American markets. Responsible for developing a marketing plan that drove lead generation and increased brand awareness via digital marketing initiatives, email marketing, direct mail campaigns, and events. Managed an annual budget, lead a marketing team of three, and supported a regional enrollment team of twenty-five based in Boston and San Francisco. Directorship promotion included assisting the enrollment team based in Miami to strategize their continued growth in Latin America with a focus on the Brazilian market.

#### **Results**

- 40% increase in leads
- 24% increase in applications
- 18% (MBA), 10% (Masters), and 60% (BBA) increase in enrollment
- Developed and executed a multi-touchpoint email nurturing program that was adopted globally

## **Marketing & New Business Development | Hunt & Gather | January 2012 - August 2012**

Developed new business avenues, identified new opportunities, and created RFP brief responses for a small web design and development agency. Performed market research and competitive brand positioning. Also tasked with developing a clear company voice on all marketing communications including client communications, brief proposals, website and social media outlets.

#### **Results**

- Wrote and pitched multiple client proposals including, Viacom, Keds, Tufts Health Plan, and Unreal
- Helped redefined website messaging and client acquisition
- Developed new social media engagement plan

**Circulation Manager, Project Manager, and Designer | The Open Studios Press | March 2002 - October 2011**

Key advisor and long-term employee who helped build a grassroots arts organization into a nationally known fixture within the contemporary art world. Served multiple roles throughout ten years of employment including serving as Circulation Manager, Project Manager, and Designer for New American Paintings, OSP Catalogs, and Studio Visit magazine. Led a five-person digital marketing team in developing blog content, social media outreach, and new digital marketing initiatives.

**Results:**

- Grew New American Paintings circulation to over 30,000 subscribers
- Launched a new business avenue, OSP Catalogs, and acquired new clients
- Successfully lead company into new digital marketing channels including developing a company blog

**ENTREPRENEURIAL EXPERIENCE**

**Social Media Consultant | Berklee College of Music, Rethink Music Conference 2012 | November 2011 - May 2012**

Worked with the Berklee College of Music in conjunction with Midem and Harvard University's Berkman Center for Internet and Society on the Rethink Music Conference 2012. Strategy included blog development, content lead generation and social media outreach to increase registration sales, amplify the visibility of the Rethink Music brand, and engage the international music business community in an online discussion about the future of music.

**Results:** 157% growth Facebook & Twitter, 47% growth UV to blog, and increased press coverage

**Publisher & Designer | Sloane Magazine | February 2010 - January 2011**

Created and marketed a new digital magazine targeted at the "30-something" woman. Developed a strong brand identity through strategic editorial collaboration and art direction. Forged key partner relationships with contributors and a network of supporters in the blogger community.

**Result:** Grew circulation to over 11,000 readers in 30 countries.

**VOLUNTEER EXPERIENCE**

**Board Member: Forge | November 2019 - Present**

Built by Greentown Labs, Forge is on a mission to help startups with physical products navigate the journey from prototype to commercialization and impact at scale. Forge addresses crucial gaps and accelerates path to market for these startups by making right-fit introductions to industry expertise, combined with the training and support needed to ensure readiness for the connections to be productive.

**Advisory Board: Young Mothers Program | Roca, Inc. | May 2018 - Present**

Founded in 1988, Roca takes on a unique and pressing challenge: helping to alter the life trajectories of America's most high-risk young people—the young people that are involved in crime, engaged in dangerous behaviors, have rejected help, have dropped out of school, and are simply too difficult for other programs to serve. Our mission is to disrupt the cycle of incarceration and poverty by helping young people transform their lives.

## EDUCATION

### Massachusetts College of Art & Design | 2001 BFA, Art History

Studio Concentration: Graphic Design and Photography

## TECHNICAL SKILLS

Salesforce CRM | Pardot | Hubspot | Eloqua | MailChimp | Google Analytics | Wordpress | Sitecore | AppsFlyer | Adobe Suite

## AWARDS & RECOGNITION

### Feature: Venture Fizz

Lead(H)er Article



### Honoree: Rev Boston's Top Women in Tech 2016

Awarded by Accomplice Venture Capital



### Contributor: Forbes

Invited to join the Communications Council



### Awarded: Marketer of the Year

Hult International Business School

