

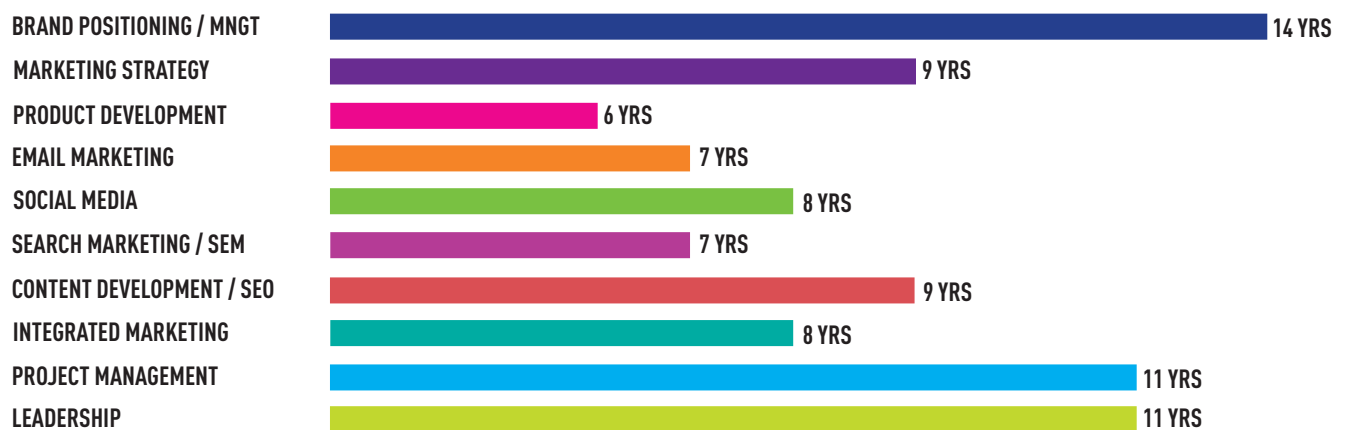
SUMMARY

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. Over sixteen years of experience building brands in entrepreneurial environments.

SPECIALTIES

Marketing Strategy | Brand Development & Positioning | Product Development | Lead Generation | Demand Generation | Email Marketing
Content Development | Social Media Marketing | Partnership Development | Project Management

EXPERIENCE OVERVIEW



DIGITAL ELEMENT

- 14+ years experience positioning high-cost goods & services
- 9+ years experience creating sales-focused marketing strategies
- 9+ years in content development and inbound marketing
- Ability to create both B2C and B2B marketing strategies
- Experienced in demand and lead generation marketing
- Proven track record of improving brand awareness and conversion

HUMAN ELEMENT

- 16+ year history of progressive leadership responsibilities
- Skilled at team development and resource allocation
- Excellent verbal and written communications skills
- Highly presentable and eloquent
- Experienced in forging strategic partnerships
- Ability to work cross-functionally with creative and development teams

PROFESSIONAL EXPERIENCE

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

Directed all marketing initiatives associated with customer acquisition strategy, retention, and revenue growth. Responsible for marketing functions including market research, performance advertising, lead generation, PR, content development, communications, and product development. Created an annual marketing plan, budget, and metrics strategy to effectively target marketing efforts.

Challenge: Create a next-level marketing department and lead generation machine to support a rapidly scaling business.

Result: Built a full-stack marketing infrastructure to take company into the next five years including Salesforce customization, metrics modeling, triggered conversion flow, Pardot automated lead nurturing system, and Wordpress integration. Developed a content and paid acquisition channel plan that resulted in a 62% increase in web traffic and 510% increase in inbound lead generation. Directed brand awareness strategy including PR and a robust thought leadership program that produced over 40 media placements, numerous speaking engagements, analyst recognition, and an EY Entrepreneur of the Year® finalist nomination for the CEO.

CMO | Safr | 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, performance advertising, content development, email marketing, social media, and PR.

Challenge: Develop a go-to-market strategy and world-class brand for a ridesharing service for women.

Result: Built a multi-channel marketing plan focused on brand development, advertising, public relations, customer acquisition, activation, and content development. In less than four months plan resulted in 17,000 rider app installs, 10,000 rider registrations, 3,600 driver applications, 200 approved drivers, and 800 active riders.

Startup Institute | April 2015 - February 2017

CMO | August 2016 - February 2017

Responsible for creating overall marketing strategy and the development of new products. Performed competitive research to effectively position products in the marketplace and conducted lead acquisition analysis for targeting effective marketing efforts. Oversaw all marketing functions including brand management, PR, performance advertising, content development, email marketing, social media, and events. Worked closely with sales, managed an annual budget, and oversaw digital product development and design.

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 performance 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.

Challenge: Build a next-level growth marketing strategy and infrastructure to get a startup organization ready to scale.

Result: Optimized website for higher engagement and conversion resulting in a 19% decrease in bounce rates and 9% increase in conversion rates. Improved communication of our value propositions and built an email automation system that increased started applications by 20%. Implemented new systems for better data capture and KPI reporting.

PROFESSIONAL EXPERIENCE (continued)

Hult International Business School | September 2012 - April 2015

Director of Marketing | September 2014 - April 2015

Responsible for overseeing the North and Latin American markets. In addition to the duties of the Regional Marketing Manager for North America, expanded role included assisting the enrollment team based in Miami to strategize their continued growth in Latin America with a focus on the Brazilian market.

Regional Marketing Manager | September 2012 - September 2014

Directed all online and offline 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. Conducted lead acquisition and analysis for targeting effective marketing efforts. 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.

Challenge: Support fast-paced enrollment team in achieving aggressive enrollment growth targets.

Result: Developed and executed a multi-touch point lead qualification plan that refined Hult's value-proposition, elevated brand recognition, and increased lead to enrollment conversion rates by 1.2%. 2014 program growth: MBA +18%; Masters +10%; Undergraduate +60%.

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: written client communications, brief proposals, website and social media outlets.

Challenge: Create and present digital solutions to clients that balance the creative team's vision, technical needs, and budgetary constraints.

Result: Successfully wrote and pitched multiple proposals to clients including, Viacom, Keds, Tufts Health Plan, and Unreal.

Project Manager & 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 10 years of employment including serving as Project Manager and Designer for New American Paintings, OSP Catalogs and Studio Visit magazine; and led a five-person digital marketing team in developing blog content, social media outreach and marketing initiatives.

Challenge: Manage and grow a startup contemporary arts organization.

Result: Grew New American Paintings circulation to over 30,000, launched a new business avenue known as OSP Catalogs, and successfully lead company into new digital marketing channels.

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.

Challenge: Increase brand awareness, social media followers, and registrations.

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

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

Founded, created and marketed a new approach to periodical publishing. Developed a strong brand identity through strategic editorial and art direction aimed at the "30-something" woman. Forged key partner relationships with contributors and a network of supporters in the blog community. Grew circulation to well over 11,000 loyal readers in 30 countries in less than one year.

Challenge: Launch new digital magazine to sophisticated, female demographic.

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

VOLUNTEER EXPERIENCE

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 | Pardot | Eloqua | Exact Target | MailChimp | Google Analytics | SEO | SEM | Sitecore CMS | Wordpress | AppsFlyer | Adobe Suite

AWARDS & RECOGNITION

FEATURE: VENTURE FIZZ LEAD(H)ER

- [Dana Córdova, Senior Vice President of Marketing at Janeiro Digital](#)



HONOREE: REV BOSTON'S TOP WOMEN IN TECH 2016

- Awarded by Accomplish VC
- Medium: [Meet the 21 Women in Rev Boston's Second Cohort](#)
- BostInno: [Here are the 21 'Badasses' in the 2nd Annual Rev Boston](#)
- The Boston Globe: [Fueling Female Execs to the Corner Office](#)



CONTRIBUTOR: FORBES COMMUNICATIONS COUNCIL

- [Four Steps For Creating A Marketing-Sales Metrics Model That Drives Growth](#)
- [Six Strategies For Reacting To A Crisis Communications Situation](#)
- [Eight Important Metrics To Gauge The Success Of Your Company's Digital Marketing Efforts](#)



MARKETER OF THE YEAR: HULT INTERNATIONAL BUSINESS SCHOOL

