

## Experience

OCTOBER 2019 - PRESENT

**Public.com, NYC (Remote)** - *Sr. Marketing Manager, Partnerships*

- Launched, grew, and managed partnerships as a new acquisition channel. Related tactics: technical implementation of attribution + conversion tracking, developing prospecting processes and onboarding funnel, driving on-going partner performance via relationship building and strategic consultation.
- Conceived and implemented social media + community development strategy from launch across all mainstream channels, using cross-functional resources.
- Targeted and led outreach to strategic brand partners to drive co-branded campaigns and produce physical events. This included directing the development of an eclectic array of marketing collateral.

NOVEMBER 2017 - OCTOBER 2019

**Swell Investing, Santa Monica, CA** - *Content & Partnerships Lead*

- Led growth and management of Swell's affiliate marketing program. Under my supervision, the program grew to 160 partners and contributed a 150% lift in monthly investor counts while delivering the lowest cost per acquisition of any marketing channel.
- Qualified, closed, and managed strategic partnerships with influencers and creators to secure earned placements (interviews, reviews, videos, giveaways) and drive investor conversions. These campaigns resulted in a cost per acquisition 60% lower than the blended cost of all other channels.
- Collaborated with cross functional stakeholders to design and implement automated analytics tools to support paid media operations.
- Managed social media end to end: content generation (images, video, copy), content calendar development and strategy, community engagement/support, reporting/ optimization, and, as these channels scaled, hired and managed a team of contractors to take over daily maintenance. Ultimately, we consistently achieved a 20% month over month increase to our Facebook/Instagram audience while also producing a 4x increase of blog content to drive an 80% increase in sessions to Swell's blog.
- Coordinated physical community-building events: booked relevant speakers, prepared and distributed promotional materials, and managed invitations/the attendee experience.

MAY 2015 - NOVEMBER 2017

**StackCommerce, Venice, CA** - *Marketing Manager*

- Oversaw social media strategy and operations for both StackCommerce-owned properties as well as for 12 publisher partners. This included: developing and analyzing performance reports to drive channel growth, content creation, community management, and organic revenue growth.
- Developed and managed a Facebook content strategy resulting in a 30% increase of engagement KPIs month over month.
- Managed planning, marketing, and analysis for giveaways and freebies - which combined constitute the company's highest volume user acquisition channel. In 2017 this channel drove over 500,000 new user conversions.
- Created weekly video content by leveraging live videos and existing product video content to generate effective formats which in total earned 10m+ views.
- Strategically optimized Stack's social media revenue strategy to emphasize original content - a change that increased organic social revenue by 15% quarter over quarter.

AUGUST 2012 - JULY 2014

**Ancestry.com, San Francisco, CA** - *Sr. Social Media Communications Specialist*

JUNE 2011 - AUGUST 2012

**Inflection, Redwood City, CA** - *Link Building & SEO Specialist*

## Education

CLASS OF 2011

**Santa Clara University, Santa Clara, CA** - *Communication*

## Skills

Adobe Photoshop & Lightroom, SQL, Microsoft Excel, Google Sheets (Advanced/Expert), Facebook Business Manager, Salesforce, Final Cut Pro, Google Analytics & Adwords, Adobe Omniture, Basic HTML & CSS, Spanish – Fluent

