

LEADERSHIP SUMMARY

- **Creative leader with extensive experience** building innovative marketing programs and strategies integrating competitive, business, regression, financial, gap, and marketing analyses to develop plans.
- **Metrics-driven head of marketing**, leading up to 14 marketing and project managers with expertise leveraging advertising, brand building, strategic positioning, customer segmentation, and lifecycle management for global brands.
- **Global corporate director** with an MBA who builds and executes powerful business and marketing strategies.
- **Entrepreneurial and consultative collaborator** with achievements developing new programs, leading broad change management efforts, and cultivating a partnering environment that elicits the best from cross-functional teams.
- **Forward-thinking, customer-centric senior-level professional** to top-tier firms and clients with strengths in management and strategic consulting, including go-to-market and channel management strategy.

EXPERTISE

LEADERSHIP	BUSINESS/STRATEGY	MARKETING STRATEGY	PERFORMANCE MARKETING
Teams/Staff Development	Brand Positioning	Strategy	Messaging/Communications
Executive Communications	Competitive Research	Brand Architecture	Channel Optimization
Change Management	Market Research	Content Development	A/B Testing
Brand Management	Segmentation	Field Marketing	Strategic Learning Agendas
Product Management	Value Proposition	Social/Influencer/Blog	Mobile/Cross-Platform
Project Management	Messaging Framework	SEM/SEO/Display/TM	Omni-Channel Campaigns
Budget Ownership	Annual Planning	Events/Webinar/Tradeshows	Impact/Analysis Reporting

PROFESSIONAL EXPERIENCE

Apple | Cupertino, CA | 2018 – present

Advertising platform for multinational computer and device manufacturer

SENIOR PRODUCT MARKETING MANAGER | 2016 – present

Managed E2E lifecycle for display, video, and native advertising products for Apple Advertising Platforms. Refined value propositions, messaging frameworks, and incorporated into sales enablement content across multiple products. Standardized marketing processes for internal and external marketing collateral delivering consistency and efficiency.

- Delivered compelling product narratives that drove product adoption, leading to a 175% lift in key publisher fill rates.
- Developed go-to-market strategies for 12 major product launches, owning end-to-end development of sales collateral.
- Defined product marketing best practices and processes to drive alignment among key stakeholder, delivering higher quality marketing assets at scale, while reducing route to market by 60 days.

eBay | San Jose, CA | 2013 – 2017

Multinational e-commerce marketplace enabling C2C and B2C sellers to reach more than 167M action buyers worldwide.

HEAD OF B2C MARKETING | 2016 – 2017

Built and led 14-person, RockStar team of channel, product marketing, and project managers. Prioritized initiatives and developed a B2C marketing strategy to drive seller acquisition, engagement, and revenue generation. Refined value propositions, translated to style guides and messaging frameworks, and incorporated into E2E marketing campaigns. Redesigned education center, newsletters, and product marketing communications.

- Defined digital marketing best practices, test and learn strategies, and mobile-first approach to outbound marketing, content and social marketing, market research, and psychographic analysis.
- Increased email Open Rates 10%-15% after a plateau, by creating clearer and visually dynamic communications.
- Created a content calendar to limit marketing resources while telling a cohesive narrative grounded in strategic segments' needs, meeting business unit partners' goals, and achieving YoY lifts of 26% - 1,285%.
- Led newsletter and website redesigns, revamped Seller Updates communications, launched the SHINE contest, and created 'Retail Moment Strategy' for B2C sellers tied to common purpose.
- Refined B2C value proposition, messaging framework, and style guide to integrate, focus, and guide messaging.
- Consolidated emails sent by creating B2C newsletter series and cut costs by 60%.

SENIOR CONSULTANT | 2013 – 2016

Led eight consultants to develop and deliver User-Generated Content (UGC) and Social Marketing Strategy. Delivered data-driven insights for client's social marketing channels and tactical impact on social engagement metrics. Developed strategy and process to test hypothesis and measure results. Identified untapped value and led crowd-sourcing and content.

- Successfully scaled Social Engagement's 'Test and Learn Strategy' program for 6x content development growth.
- Built Influencer Program, scaling to 500 influencers across traditional and emerging social channels.
- Delivered native advertising strategy and leveraged content communities to drive social traffic 4,669% and SEO traffic 22%.
- Built social media and content teams for Caiman Consulting, including role definition, hiring, training and mentoring.
- Developed mobile marketing strategic learning agenda to incubate and evaluate mobile advertising innovations.
- Facilitated decisions on progressing, adjusting, or ending programs based on results of mobile campaigns; graduated process into channels and vertical groups to scale.
- Enhanced marketing infrastructure by Strategic Learning Agenda to prioritize and capture key customer insights.

Mindful Measures | Santa Clara, CA | 2008 – 2013

Learning and Development company providing B2B and B2C products and services.

FOUNDER/GM

Created and launched audience-targeted programs/products. Defined requirements for product creation and pricing strategy. Led web development and design team to facilitate communication strategy, field marketing and multi-channel optimization.

- Led market research and competitive analysis to identify target segments and white space opportunity, then developed and launched a new product line of programs designed to achieve personal success goals.
- Developed defensible product positioning, branding, and multi-channel performance marketing strategy and managed lifecycle, product design, e-commerce, packaging, and SEM strategies for acquisition of nearly 100,000 users across five continents.
- Managed product lifecycle, from concept to end-of-life, brought 12 products to market.
- Managed product portfolio—go-to-market/launches, acquisition marketing through SEM/Social/Video/Direct marketing, developed pricing and promotions strategies.
- Grew distribution 30% after product licensing negotiations for digital content, IP, and agreements for B2B co-branding.

PUBLICATIONS: Boost Your Brain-Power; Exude Confidence; Achieve Noble Goals; Reduce Stress; Attract Abundance; Amplify Your Charisma; Cultivate Deeper Relationships; Boost Your Health; Live in Joy

Intero Real Estate Services | Cupertino, CA | 2002 – 2008

Leading real estate brokerage firm, specializing in residential real estate sales.

MARKETING MANAGEMENT/BUSINESS DEVELOPMENT

Consulted on developing market positioning and branding strategy of a newly formed real estate brokerage firm to capture market-leader position. Created field marketing strategy, multi-media presentations, and integrated ad campaigns.

- Supported a top-producing agent to develop and execute outbound marketing communications (online marketing, direct mail, field marketing, video tours, and economic analysis) resulting in a YoY sales increase of 27%.
- Implemented direct email CRM campaigns across multiple customer segments, which drove funnel progression.
- Represented company at tradeshows and managed personal services to targeted markets.
- Increased client loyalty by delivering the 'Professional Partnership Program' to groups of up to 50 attendees.
- Coached new and seasoned agents on business and marketing strategy, leading to the office earning #1 in sales for six years.

EDUCATION

Santa Clara University, Leavey School of Business | MBA

- Beta Gamma Sigma, completed *Bringing Products to Market* (2011 – 2012) and earned Net Impact SCU Grad Fellowship.

California State University–Hayward, School of Business and Economics | BBA, MARKETING/MARKETING MANAGEMENT