

SUMMARY

Creative and growth-focused marketing leader with 8+ years of experience driving measurable success across B2B and B2C brands. Expert in content-led demand gen, SEO strategy, and directing campaign execution. Known for producing creative growth campaigns.

SKILLS

Marketing: Growth Strategy, Campaign Strategy, Brand Development, Paid Media, Organic Social, Funnel Mapping, Web Metrics, ABM, SEO, Campaign Execution, Analytics (GA4, HubSpot)

Content: Content Strategy, Copywriting, Visual Content, Email Campaigns, Asset Creation, Editorial Planning, Partnerships

Technical: Salesforce, Marketo, HubSpot, Outreach, ZoomInfo, Kaia, Adobe Suite, Canva, HTML/CSS, Google Analytics, SEMrush, Search Console, Webflow, WordPress, ChatGPT

Soft Skills: Leadership, Communication, Cross-Functional Collaboration, Project Coordination, Relationship Building, Team Management, Creativity

Certifications: ABX & ABM (Foundations + Advanced): Demandbase, Product Management: IBM, Product Management Essentials: Coursera, Product Marketing: Great Learning

PROFESSIONAL EXPERIENCE

DTiQ — Growth Content Strategy Lead

Remote | 2023–Present

- Manage a team of creatives to build marketing content for campaigns and product messaging
- Increased web traffic by 104% YoY through rebrand, SEO, and product marketing efforts
- Led ABM and demand gen campaigns across blog, email, social, interactive digital campaigns, and video
- Built funnel-aligned content strategy and GA4/HubSpot reporting infrastructure

SkillCycle — Content Marketing Manager

Remote | 2023–2024

- Increased lead volume 68% MoM with top-of-funnel content strategy and high volume SEO messaging
- Managed company rebrand and UX revamp, cutting bounce rate by 28%
- Built content with agencies to outperform competitors and create an entertaining brand environment

EVERFI by Blackbaud — Content Marketing Specialist

Remote | 2022–2023

- Delivered 1K+ MQLs via 50+ ABM campaigns and site optimization
- Partnered with UX and agency teams on CRO, SEO, and content performance
- Managed growth marketing, nurture sequences, and reporting for creative campaigns

Marketing Consultant — Yaasa, MOS Equipment, CoMotion Media

Santa Barbara, CA | 2019–2022

- Rebranded Yaasa site; +24% traffic, +22% revenue growth – sold out site during Xmas
- Led \$40K/mo paid media on website, Amazon, and social media, and managed SEO + landing page strategy
- Built UGC and influencer campaigns, resulting in 58%+ audience growth on social media

EDUCATION

Bachelor's Degree in New Media & Film – Westmont College | Santa Barbara, CA

RECOGNITION & COMMUNITY ENGAGEMENT

- **Innovation Program Winner** — Developed an app concept funded by investors
- **The Santa Barbara Film Festival** — Production lead in charge of running the show and team operations
- **Total Run-Time** — Assistant Director for films in 50+ global festivals