

EXPERIENCE

Manager, CRM, Dave, Los Angeles, CA (remote) September 2021 - present

- Built and scaled a remote CRM organization from the ground up, mentoring a team of 4 to deliver a strategic roadmap that generated \$15MM in revenue within 18 months.
- Spearheaded SMS channel launch, generating \$2.5MM in revenue in Q4 2024 by leveraging high-intent behavioral triggers.
- Engineered multi-channel onboarding frameworks that resulted in a 28% sustained lift in customer conversion.

CRM Manager, Ubisoft, San Francisco, CA (remote) July 2020 - September 2021

- Directed the global CRM launch for *Watch Dogs: Legion*, capturing 39% of total game sales (\$697K).
- Led the enterprise-wide transition from Excel to Smartsheet for global campaign planning, increasing transparency for executive stakeholders.
- Architected the integration of JIRA and Smartsheet to automate campaign submission workflows, reducing departmental overhead.

Campaign Manager (Contract), Apple, Cupertino, CA June 2019 – February 2020

- Orchestrated 30-40+ global monthly campaigns across 7 distinct business lines ensuring brand compliance and on-time delivery in a complex matrixed environment.
- Developed an audience-building intake framework that reduced manual labor by 36%.
- Implemented standardized workback schedules to streamline production and launch timelines.

CRM Marketing Manager, Uber, San Francisco, CA May 2017 – June 2019

- Led the notification and education strategy for 49 million users during a major referral program overhaul, netting multi-million dollar annual savings.
- Directed a high-priority driver acquisition campaign, increasing first trips by 32% and supply hours by 109%.
- Deployed propensity models that increased driver sign-ups by 16% in key competitive markets.

Digital & Email Marketing Manager, AARP, Washington, D.C. September 2015 – December 2016

- Led creative process for newsletter, product, and event related email sends with a focus on re-engaging inactive subscribers, and improving open and click-through rates – drove 27% of all sales on a last-touch basis.
- Served as the strategic liaison for content and vendor partners, growing the Instagram audience by 52% YoY.
- Directed AARP content team, vendors, and partners to execute top-of-funnel user acquisition for *Life Reimagined* brand.

Email Marketing Specialist, Arizona State University Enrollment Services, Tempe, AZ July 2014 – July 2015

- Executed 1,000+ deployments to 2MM users with 99.5% error-free send rate.
- Created responsive HTML template to reduce build time and improve rendering across email clients on desktop and mobile.
- Trained staff of all levels on email stats collection, dynamic content, and email building processes.