

OVERVIEW

Seasoned and dynamic marketing leader with expertise in building brand identity, executing go-to-market strategies, and driving growth for B2C and B2B companies. Skilled in award-winning multi-channel campaigns, client and partner management, and scaling operations across pre-seed startups and Fortune 500 organizations.

EXPERIENCE

Vice President of Marketing

October 2023 - February 2025

MutualMarkets

- **Brand Identity and GTM Strategy:** Developed the company's brand positioning and messaging framework. Designed and executed the go-to-market strategy, driving brand awareness through organic content and multi-channel paid digital campaigns.
- **Audience & Market Research:** Conducted in-depth audience segmentation and market research to identify target audiences, understand pain points, and refine messaging for maximum engagement.
- **Growth & Revenue:** Led performance-driven digital campaigns across email and paid social channels, generating high-quality leads and optimizing the sales pipeline.
- **Partnership & Client Acquisition:** Identified and managed strategic partnerships, including NBC and CBS, nurtured client relationships, and guided prospects through the sales funnel to accelerate revenue growth.

Growth Manager

January 2022 - July 2023

SoFi, Member Business Team

- **Growth Strategy & Implementation:** Developed and executed on and off platform top-of-funnel growth campaigns, resulting in sustained year-over-year growth.
- **Process Development & Adoption:** Improved operational efficiency by streamlining processes, reducing go-to-market times, overhead costs, and risks.

Brand Marketing Manager

January 2019 – January 2022

Meta, Company Brand Integrated Marketing

- **Campaign Strategy & Execution:** Developed strategy and executed go-to-markets for award-winning, multi-channel consumer marketing campaigns across TV, digital, social, SEM, and events.
- **Creative Ideation & Production:** Managed the creation of over 300 Meta brand assets across three countries, overseeing strategy, budgeting, and production.
- **Marketing & Product Research:** Conducted quantitative and qualitative research, driving improvements in company OKRs through A/B testing and international market studies.

Product Marketing Manager

January 2018 – January 2019

Facebook, Privacy

- **Insights Development & Application:** Led research efforts to determine the most effective privacy messaging for Facebook's company-wide initiatives, including GDPR, the Global Privacy Experience, and Face Recognition. Designed and executed learning agendas, gathered insights, and ensured their seamless integration into messaging strategies, shaping the company's global communication on privacy.
- **Launch & Event Marketing:** Developed and executed go-to-market plans for on and off platform digital campaigns, brand activations, and major events.

Content Specialist

June 2016 – January 2018

Facebook, Community Operations

- **Content Management:** Developed, maintained, and optimized high performing consumer facing content for over 1.5 billion users daily.
- **Crisis Response Strategy:** Developed and implemented crisis response content to address critical issues, including Fake News, Russian Interference in the 2016 election, and Cambridge Analytica. Played a key role in creating and executing Facebook's global crisis response playbook, establishing frameworks for managing high-stakes communication challenges.

EDUCATION AND PHILANTHROPY

University of Colorado at Boulder

Class of 2014

BA English Literature

Co-Captain of World Championship Winning University of Colorado Freestyle Ski Team

Yellowstone Forever

2017 - Present

Young Patrons Board Member