

Marketing & Product Growth Leader

Visionary strategist with extensive experience in product launches, brand expansion, and adoption through innovative content, community-led initiatives, and data-informed insights.

Instrumental in scaling SaaS, AI, and sports brands with focus on elevating market visibility and user engagement. Proficient in building content engines, GTM strategies, and customer communications that translate complex technical concepts into clear business outcomes. Skilled in fostering collaboration across product, engineering, design, and growth teams to enable activation, adoption, and revenue expansion. Adept at leveraging analytics, AI-native tools, and community-led growth motions to drive measurable impact and long-term stakeholder engagement. Well-versed in aligning creative direction, brand storytelling, and tactical execution to optimize product-market fit and enterprise success. Excel at utilizing communication skills and forging profitable partnerships to drive revenue growth.

Areas of Expertise

- Product Launch Management
- Customer Experience Strategy
- Brand Positioning Frameworks
- Go-To-Market Execution
- Community Engagement Programs
- Lifecycle Campaign Optimization
- Performance Marketing Analytics
- Sponsorship Activation Oversight
- Market Expansion Planning
- Cross-Functional Alignment
- Investor Relations Strategy
- Creative Content Development

Signature Accomplishments

- Launched **6 SaaS products** and over **13 businesses** and brands holistically, driving adoption and visibility in competitive markets.
- Directed launch of **three professional sports brands and professional sports league**, establishing market presence and accelerating fan engagement through strategic positioning and community-driven growth.
- Orchestrated launches of **SaaS products** and new ventures, guiding positioning, pricing, and funding strategies that generated multiple **7-figure revenue outcomes**.

Career Experience

Head of Marketing - Founding Team Member: Product / Brand / UI / UX / MarComms | dais, Bay Area, CA 2025 – Present

Strengthen product decision-making by building product board cadence, integrating customer feedback triggers, and converting insights into roadmap updates. Enhance analytics visibility by implementing GA4 and HubSpot reporting with dashboards that track CAC, LTV, velocity, and content ROI. Cultivate niche communities by personalizing enablement content, scaling demos with internal GPT workflows, and fostering use-case networks. Elevate brand identity by leading UI/UX design systems, product interface, and content strategy to position dais as trusted enterprise AI partner.

- Bolstered ecosystem presence by designing community-led growth motions and building **over 100 high-quality, engaged thought-partner connections** and waitlist relationships in Bay Area.
- Secured **\$5M seed funding** in under two weeks by designing brand architecture, investor story, pitch deck, and product experiences.
- Fostered trust in **enterprise AI by partnering on demo storytelling**, governance narratives, and UI/UX systems that reduced cognitive load.
- Forged credibility through design partner programs and thought leadership initiatives with regulated industry leaders.

- Increased qualified conversations by operationalizing executive content programs and LinkedIn thought-partner campaigns that grew community engagement.
- Accelerated ARR growth toward **\$2M in first year by engineering GTM foundation**, PLG onboarding experiments, and vertical playbooks that shortened adoption cycles.

Consultant - Creative Strategy & Growth Marketing | Lucy Gonzo Inc., Bay Area, CA

2023 – Present

Advance growth outcomes for over 10 startups and SMBs by advising on positioning, funnel optimization, and community-building initiatives. Guide launches across industries with tailored GTM strategies, websites, content execution, and lifecycle campaigns. Develop scalable marketing infrastructure with dashboards, CRM pipelines, SEO and GEO overhauls, and automated reporting for performance visibility. Lead market readiness by directing rebrands, website launches, and product rollouts, ensuring sales, product, and marketing alignment.

- Drove **12%** download growth and global recognition for AI skin cancer app via branding, narrative development, and SXSW showcase.
- Boosted funding and partnerships by refining investor-facing assets and brand narratives for seed and growth-stage companies.
- Retained **100%** of consulting clients by launching packaged offerings and scaling niche education business for **top 1% technical experts**.
- Grew adoption from **30K** to over **175K users** in one year through app store promotions, lifecycle campaigns, and content workflows.
- Deepened community impact by creating **CSR murals and experiential engagement programs** linking businesses with neighborhoods.
- Managed high-quality creative pipelines, enabling in-house production of graphics, videos, sales collateral, and decks at scale.

Growth Strategist | Gitwit Creative, Tulsa, OK

2021 – 2023

Empowered executives with strategic roadmaps and measurable insights aligning brand, marketing, and product objectives. Strengthened market entry of AI personalization tools by spearheading US expansion campaigns and ecosystem engagement. Cultivated organizational capability by mentoring junior strategists and co-creating award-winning campaigns recognized for storytelling innovation.

- Extended insightful solutions and reduced GTM timelines by **20%** for SaaS and enterprise clients through research-driven playbooks, messaging frameworks, and funnel optimization.
- Accelerated B2B fintech from concept to first customer in six months, scaling team from founder to five employees and onboarding financial institutions in under three days.
- Amplified user acquisition to **100K+ in 90 days** for regulated crypto product with compliant growth campaigns and storytelling strategies.
- Tripled MQLs and lifted ARR 1.2x by remapping funnels and expanding personalization product into four new international markets.
- Enabled **\$25M VC fundraising** by crafting investor story, brand strategy, and SEO-driven acquisition frameworks.
- Quadrupled healthcare revenue and raised \$10M investment by creating scalable systems, processes, and market positioning.
- Generated **111M impressions, 78K downloads**, and **8% ad conversions** for crypto platform with \$10 CAC, ranking Top 50 in App Store financial services.

Head of Marketing & Brand | FC Tulsa, Tulsa, OK

2019 – 2021

Fostered grassroots loyalty by designing youth pipelines, community programs like Tulsa Dream League, and Greenwood Ave. patch initiatives. Supervised staffing by hiring full-time employees, and led interns, event staff, and seasonal workers while overseeing operational budget. Enhanced game-day experience and fan culture by orchestrating community activations, digital campaigns, and live events. Advanced sponsorship and league relations by aligning ownership vision with brand identity improvements across fan and media perception.

- Showcased national visibility by negotiating broadcast integrations, media partnerships, and elevating brand perception.
- Built one of fastest-growing fan bases in USL with **250% social media growth** in one season and engagement scores up **40%**.
- Boosted merchandising revenue with creative direction of apparel, retail, and visual identity expansion.
- Delivered strategic alignment by producing leadership decks, marketing analytics dashboards, and CRM-driven funnel forecasting.
- Increased corporate partner revenue **41%** by integrating creative solutions, measurement systems, and account strategies.
- Lifted ticket sales **35% YoY** and sponsorship revenue **50%** through full club rebrand, achieving franchise performance records.

Creative Director | Nashville Soccer Club, Nashville, TN

2014 – 2019

Directed high-output cross-disciplinary teams of designers, writers, and agencies to maintain quality under national visibility. Bolstered matchday identity by leading stadium design, signage, and storytelling touchpoints that enriched fan experience. Established scalable creative infrastructure by instituting workflows, analytics systems, and operational processes as staff grew from two to over 50. Maximized sponsor ROI through co-branded campaigns that provided measurable results and long-term renewals.

- Expanded digital reach to **46K+** monthly website visits and 80K+ social followers by establishing editorial cadence and campaign rhythm.
- Positioned Nashville SC as national brand by leading creative vision for MLS expansion, offering record sales and early fan adoption.
- Achieved over **10K pre-launch season** ticket sales and record-setting revenue through more than 100 multi-channel campaigns.
- Secured over **\$1M inaugural merchandise sales** through consumer product design, retail strategy, and visual identity leadership.
- Amplified national recognition with earned media placements across **ESPN, MLS, and major sports outlets**.
- Elevated community loyalty and consistent sell-outs by building one of fastest-growing **MLS fan bases pre-expansion**.

Education & Professional Development

Bachelor of Arts in Studio Art - Minors: Corporate Strategy & History of Art | Vanderbilt University, Nashville, TN
Growth Series | Reforge, Remote/Online

Technical Proficiencies

AI Ecosystems: Models, Agentic Workflows (Lindy.ai, OpenAI, Manus, Vibe Coding, VSCode, GitHub), SLM Tools

Analytics & Reporting: GA4, Microsoft Clarity, Looker Studio, Tableau, SEMRush

CRM & Marketing: HubSpot, Salesforce, Apollo, Mailchimp

Project & Collaboration: Linear, Asana, Basecamp, Notion, Slack

Design & Creative: Adobe Creative Cloud, Canva, Figma, Figma, Miro

Productivity Suites: Microsoft Office, Google Workspace

Advertising: Digital & Traditional Ad Buying

Affiliations

Member, Women in Data: Active member focused on skills-building, mentorship, and expanding inclusive access to analytics careers.