

A senior marketing leader & co-founder with 12 years of agency experience. I employ deep expertise in brand strategy, technical tools, and user experience design to guide digital communications. An empathetic leader of diverse teams, I build consensus and empower individuals to do their best work.

EXPERTISE & TOOLS

Leadership & Management

Project Management

(Asana, Trello, Basecamp)

CMS management (WordPress)

On-site & Technical SEO

Digital Analytics

(Google Analytics, Data Studio, HotJar, Lookback)

Google Marketing Platforms

(AdWords, Optimize, Tag Manager)

WCAG accessibility

UX Design & Prototyping (Adobe

Creative Cloud, Sketch, InVision)

CRM & Marketing Automation

(Salesforce/Pardot, Act-On, Infusionsoft)

Email Marketing (Mailchimp)

PROFESSIONAL EXPERIENCE

Skyhook Interactive, Mesa AZ

VP Digital Strategy, Co-Founder

04/2010 - Present

Creative and strategic leader for all major clients serviced by the agency. Directed content strategy for brand impact. Guided functional and visual design through a team of project managers and designers.

- Launched a digital communications programs and website for a growth-stage B2B foodservice enterprise, increasing lead generating conversion rates by 50% - over \$1M in potential revenue
- Directed brand development and content strategy for innovative medical devices focused on physical therapy and physician education, enabling on-going marketing activities worth \$100k
- Architected a new digital content platform for an AI-enabled customer service SaaS product, drawing industry-leading guests to a webinar series with over 1000 subscribers
- Overhauled web strategy for a \$50M+ private higher education organization, providing strategic SEO, Paid Search, Email Marketing and Social Media guidance, across the organization, as well as actionable digital marketing analytics dashboards for the C-Suite
- Developed collaborative relationships with traditional agencies, serving as their technical partner for digital strategy, development, analytics implementations, and user experience mapping, netting over \$1M in new business for our partners
- Presented regularly on emerging technologies, digital communications, web design, user experience, and management topics, earning recommendations from conference attendees and developing lasting relationships with organizers.

Director of Operations

01/2014 – 08/2019

Led agency operations, including finance and human resources. Produced high net profit margin and on-budget project delivery while training an award-winning team.

- Hired and directly managed over 25 creative professionals, with an average team size of 12

- Instituted a mentorship program fostering a culture of leadership, engagement, and professional development. Resulted in an employee Net Promoter Score (NPS) of 90+
- Profitably managed a multimillion dollar P&L netting over 20% profit annually
- Named one of the Top 40 Best Places to Work in Phoenix

Lead Art Director

04/2010 – 03/2016

Advised clients on digital communications best practices across a wide range of industries, to improve user experience for conversion, search engine optimization, and content strategy.

Interactive Project Manager

04/2010 – 05/2012

Responsible for client strategic intake and coordination between web development, SEO, Paid Media teams. Actively managed 12+ ongoing interactive projects per month in various stages of completion.

Higher Metric, Mesa AZ

Principal Strategist (contracted consultant)

02/2017 – 05/2018

Advised a marketing startup dedicated to helping higher education institutions improve digital experiences, enrollment marketing, retention, and create engaged alumni fundraising and development opportunities.

- Launched a marketing automation enabled lead generation campaign, reaching over 7,000 targeted contacts within 8 weeks, including lead scoring strategies and engagement campaigns
- Directed multi-channel content strategy for thought leadership, writing and publishing a variety of digital and print materials, media campaigns, and booking national speaking engagements

Black Lotus Information Systems, Mesa AZ

Web designer/developer

06/2008 – 06/2010

Created websites, display advertising, social media graphics, and other digital marketing resources.

EDUCATION & CERTIFICATIONS

BS magna cum laude Landscape Architecture, Arizona State University

Google Analytics Individual Qualification
Hubspot Inbound Certification

Human Computer Interaction, Stanford University
Python for Data Science, UCSD

ADDITIONAL INFO

Languages: Spanish - Advanced Speaking, Reading, and Writing
Eagle Scout, Boy Scouts of America