

SUMMARY

Marketing executive with a proven track record of creating multi-channel marketing strategies that drive brand awareness and meet revenue targets. Experienced in brand development, go-to-market strategy, digital programs, customer acquisition, and managing cross-functional teams. Ability to manage seven-figure budgets and distributed teams across multiple global offices. Over nineteen years of experience building brands in entrepreneurial and international environments.

BRAND EXPERTISE

Brand Strategy & Development
Positioning & Messaging
Content & Thought Leadership
Programmatic Advertising (PPC)
Creative Services Management

DEMAND EXPERTISE

Growth Strategy (GTM)
Lead / Demand Generation
Account-Based Marketing (ABM)
Search Marketing (SEM / SEO)
Forecast Modeling & Analytics

DOMAIN EXPERTISE

B2B (technology, SaaS, services)
B2C (technology, education, publishing)

PROFESSIONAL EXPERIENCE

Vice President of Demand Generation | Smartlinx | 2020 - Present

Responsible for the strategy, planning, and execution of all marketing programs focused on pipeline growth and customer acquisition. Create an annual marketing plan including revenue projection modeling and metrics tracking. Oversee digital advertising, search marketing, SEO strategy, ABM programs, content marketing, creative services, and brand development. Manage an annual budget, agency partners, and team of digital marketers, content creators, and marketing ops practitioners.

Results

- 38% increase in opportunities YoY (165% increase in enterprise opportunities)
- 80% increase in ARR pipeline YoY (15:1 ARR:CAC)
- *Tracking towards 100% increase in ARR Bookings YoY (3:1 ARR:CAC)*
- Developed ABM program consisting of programmatic display and LinkedIn strategy (619% increase in pipeline ARR)
- Overhauled messaging strategy, SEM campaigns, email nurture program, content development, and sales enablement
- Built a next-gen MarTech infrastructure including a multi-touch attribution tracking system
- Developing TAM expansion and positioning strategy (GTM) and brand evolution including website re-design (in-progress)

Vice President of Demand Generation | Globalization Partners | 2018 - 2019

Responsible for the strategy, planning, and execution of all programs aimed at building awareness and customer acquisition. Created an annual marketing plan including lead projection modeling and metrics tracking. Oversaw digital advertising, search marketing, SEO strategy, and sponsorships focused on lead generation and sales enablement. Managed an annual budget and team of twenty comprised of digital marketers, automation experts, event planners, and business development representatives.

Results

- 164% increase in leads
- 135% increase in sales opportunities—90% sourced through inbound marketing programs
- 32% increase in net revenue
- Built a 13-person BDR team and direct a 7-person digital marketing, web strategy, and marketing ops team
- Architected and delivered a world-class MarTech infrastructure ready for global scale

Senior Vice President of Marketing | Janeiro Digital | 2017 - 2018

Directed all marketing initiatives associated with customer acquisition strategy, awareness, and revenue growth. Responsible for all marketing functions including programmatic advertising, lead generation, PR, analyst relations, content development, and marketing-stack development. Created an annual marketing plan, budget, and metrics tracking system.

Results

- 510% increase in leads
- 14% increase in gross revenue
- Developed suite of segmented, creative ad campaigns
- 40 media placements, two Gartner reports, and an EY Entrepreneur of the Year® finalist nomination (CEO)

CMO | Safr: Ridesharing for Women | March 2017 - Dec 2017

Responsible for the strategy, planning, and execution of Safr's marketing initiatives aimed at acquiring and retaining customers. Directed all marketing functions including brand development and management, product positioning and messaging, social media advertising, content development, email marketing, social media, and PR.

Results

- Built a multi-channel GTM marketing strategy and growth plan to acquire series A funding
- Developed brand identity and launch campaign comprised of web property, social media, and out-of-home media
- Landed over twenty media features, including CBS, NBC, NPR, Ms. Magazine, and Refinery29
- Achieved 17,000 rider app installs, 10,000 rider registrations, and 3,600 driver applications

Startup Institute | 2015 - 2017

CMO | 2016 - 2017

Vice President of Marketing | 2015 - 2016

Directed all marketing activities to acquire students in Boston, New York, and Chicago. Responsible for developing a marketing strategy that increased brand awareness and drove lead generation via programmatic advertising, content development, email marketing, social media, and events. Conducted lead acquisition analysis and iteration for targeting effective marketing efforts. Lead digital product development, working closely with creative designers, UX designer, and front- and back-developers. Managed an annual budget, lead a marketing and development team of seven, and supported a sales team of ten.

Results

- 120% increase in leads
- 50% increase in applications
- 20% increase in enrollment
- 40% increase in revenue (growth + price increase)
- Optimized website to achieve a 19% decrease in bounce rates 9% increase in conversion rates

Hult International Business School (EF) | 2012 - 2015

Director of Marketing, North & Latin America | 2014 - 2015

Regional Marketing Manager, North America | 2012 - 2014

Directed all marketing activities aimed at prospective students in the North American markets. Responsible for developing a marketing plan that drove lead generation and increased brand awareness via digital marketing initiatives, email marketing, direct mail campaigns, and events. Managed an annual budget, lead a marketing team of three, and supported a regional enrollment team of twenty-five based in Boston and San Francisco. Directorship promotion included assisting the enrollment team based in Miami to strategize their continued growth in Latin America with a focus on the Brazilian market.

Results

- 40% increase in leads
- 24% increase in applications
- 18% (MBA), 10% (Masters), and 60% (BBA) increase in enrollment
- Developed and executed a multi-touchpoint email nurturing program that was adopted globally

Marketing & New Business Development | Hunt & Gather | 2011 - 2012

Developed new business avenues, identified new opportunities, and created RFP brief responses for a small web design and development agency. Performed market research and competitive brand positioning. Also tasked with developing a clear company voice on all marketing communications including client communications, brief proposals, website and social media outlets.

Results

- Wrote and pitched multiple client proposals including, Viacom, Keds, Tufts Health Plan, and Unreal
- Helped redefined services positioning, website messaging and client acquisition
- Developed new social media engagement plan

Circulation Manager, Project Manager, and Designer | The Open Studios Press | 2002 - 2011

Key advisor and long-term employee who helped build a grassroots arts organization into a nationally known fixture within the contemporary art world. Served multiple roles throughout ten years of employment including serving as Circulation Manager, Project Manager, and Designer for New American Paintings, OSP Catalogs, and Studio Visit magazine. Led a five-person digital marketing team in developing blog content, social media outreach, and new digital marketing initiatives.

Results

- Grew New American Paintings circulation to over 30,000 subscribers
- Launched a new business avenue, OSP Catalogs, and acquired new clients
- Successfully lead company into new digital marketing channels including developing a company blog

ENTREPRENEURIAL EXPERIENCE

Social Media Consultant | Berklee College of Music, Rethink Music Conference 2012 | 2011 - 2012

Worked with the Berklee College of Music in conjunction with Midem and Harvard University's Berkman Center for Internet and Society on the Rethink Music Conference 2012. Strategy included blog development, content lead generation and social media outreach to increase registration sales, amplify the visibility of the Rethink Music brand, and engage the international music business community in an online discussion about the future of music.

Results: 157% growth Facebook & Twitter, 47% growth UV to blog, and increased press coverage

Publisher & Designer | Sloane Magazine | 2010 - 2011

Created and marketed a new digital magazine targeted at the "30-something" woman. Developed a strong brand identity through strategic editorial collaboration and art direction. Forged key partner relationships with contributors and a network of supporters in the blogger community.

Result: Grew circulation to over 11,000 readers in 30 countries.

VOLUNTEER EXPERIENCE

Advisory Board Member | Lifespan Research Foundation | March 2021 - Present

Built on decades of research into the human condition, the Lifespan Research Foundation develops programs and disseminates information that helps individuals and organizations to thrive. The Foundation's work builds on decades of research associated with the Harvard Study on Adult Development that aims to understand fundamental human challenges and our search for meaning and satisfying relationships.

Board Member | Forge | November 2019 - Present

Built by Greentown Labs, Forge is on a mission to help startups with physical products navigate the journey from prototype to commercialization and impact at scale. Forge addresses crucial gaps and accelerates path to market for these startups by making right-fit introductions to industry expertise, combined with the training and support needed to ensure readiness for the connections to be productive.

Advisory Board | Young Mothers Program | Roca, Inc. | May 2018 - Present

Founded in 1988, Roca takes on a unique and pressing challenge: helping to alter the life trajectories of America's most high-risk young people—the young people that are involved in crime, engaged in dangerous behaviors, have rejected help, have dropped out of school, and are simply too difficult for other programs to serve. Our mission is to disrupt the cycle of incarceration and poverty by helping young people transform their lives.

EDUCATION

Massachusetts College of Art & Design | 2001 BFA, Art History

Studio Concentration: Graphic Design and Photography

TECHNICAL SKILLS

Salesforce | Pardot | Hubspot | Eloqua | MailChimp | Google Analytics | Wordpress | Sitecore | AppsFlyer | Adobe Suite | Keynote

AWARDS & RECOGNITION

Selected Mentee

Massachusetts Women's Forum



Feature: Venture Fizz

Lead(H)er Article



Honoree: Rev Boston's Top Women in Tech 2016

Awarded by Accomplice Venture Capital



Contributor: Forbes

Invited to join the Communications Council



Awarded: Marketer of the Year

Hult International Business School

