

## Senior Marketing Manager

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*Dynamic and self-motivated brand marketing professional with 10+ years experience working both autonomously and with cross-functional teams on content marketing programs, event strategy and execution, and public relations and communications.*

### Areas of Expertise:

- Content Creation and Strategies
  - Event Planning and Management
  - Digital Communications and Public Relations
  - Business Development and Market Share
  - Email Marketing and Newsletters
  - Metrics Tracking and Reporting
  - Employer Branding and Recruitment Marketing
  - Team Coordination and Leadership
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## Professional Experience

### Senior Marketing Lead | TEAGUE

Seattle, WA • 2018-2019

*Led revenue-driving marketing support to organization by owning and implementing events, writing thought pieces, formulating case studies, negotiating with / managing vendors and budgets, and collaborating with leadership to optimize brand presence.*

- Worked in close collaboration with cross-functional teams, including business development, recruitment, design, developers, and leadership for smooth functioning and execution of day-to-day brand and marketing projects.
- Expanded client base, gained hires, and achieved multiple projects exceeding \$1MM by successfully implementing Teague events, conference presence strategies, and managing multi-channel marketing programs and budgets.
- Partnered with clients such as Google and Disney on industry award submissions. Efforts resulted in a finalist position for "[Best UX Design of 2019](#)" in Fast Company's Innovation by Design, and additional client project engagements.
- Led \$100k redesign of Teague website to ensure content optimization, drive traffic, engagement, new business leads, and attract new talent. Negotiated with and project managed agency site vendors and SEO contractor.
- Owned and implemented content marketing program, increasing website traffic year-over-year. Wrote, optimized, and published 10+ case studies, numerous thought pieces, blog posts, and overhauled brand messaging and positioning.
- Operationally led and assisted in implementing critical team tools, such as Google Drive, Slack, Monday, and Hubspot.

### Freelance Marketing & Communications | Smart Design

New York, NY • 2017-2018

*Supported business development and marketing initiatives by working on various content and communications efforts, including case studies, blog posts, thought pieces, industry award applications, and bi-lines for publication in Fast Company.*

### Head of Marketing, Communications & Events | ustwo

New York, NY • 2015-2017

*Provided senior-level, global marketing and business development support, while owning and leading the all New York marketing, branding, and reputation building efforts. Initiatives resulted in over 80% of revenue via inbound leads worldwide.*

- Drove traffic to website and social media by developing and implementing local and global content strategies.
- Maintained press coverage for client projects and studio IP launches, routinely securing coverage in WIRED and Fast Company. Managed NYC press and influencer marketing campaigns, digital content, and launch of Monument Valley 2 mobile game at Apple's WWDC conference. Global downloads netted \$728k in 24 hours, and \$10.5MM in year one.
- Elevated company's reputation by securing speaking opportunities at industry events, including SXSW & Fast Company Innovation Festival. Expanded market outreach and managed all events and budgets conception to implementation.

### Head of Community & Events | Revolv (acquired by Google)

Boulder, CO • 2012-2014

*Created the brand identity and strengthened the company's image, reputation, and sales through content creation, community management and growth, and by planning, budgeting, and representing at events, such as TechCrunch Disrupt & CES.*

- Managed all aspects of brand presence, including website and social content development, voice and industry positioning initiatives, promotions and giveaway management, newsletter and blog post creation, alpha and beta programs, customer service email administration, and local and national conferences, trade shows, and event strategy.
- Maximized profit margins and grew industry reputation by managing the external PR team and budget. Expanded client base and grew social media communities organically from zero to 21,000+ across all channels.

### Additional Career History, Passion Projects, and Internships

Boulder, CO & Burlington, VT • 2009-2012

*Recent passion projects include volunteer Communications Director for [Interaction 19](#), and co-founder of [Pledge Parental Leave](#). Please see [LinkedIn profile](#) for additional career history in social media marketing, community management, SEO, and SEM.*

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## Education

BA, eBusiness Management | Champlain College

Burlington, VT • 2005-2009