

PROFESSIONAL SUMMARY

Experienced in brand management, product marketing, and integrated campaign strategy, with a proven track record of successfully managing brand positioning and launch strategies for over 20 startups and established organizations in fintech, venture capital, and AI. Adept at leading customer-focused campaigns, collaborating with cross-functional teams and executive leadership to drive measurable business growth. Passionate about embracing new challenges, leveraging strategic insights, and executing innovative solutions to achieve business objectives.

SKILLS

Integrated Campaign Strategist

'Jobs to Be Done' Champion

Results-focused with a critical eye for detail and high standard for deliverables

Ability to lead teams and deliver on concurrent projects on tight timelines

Agile cross-functional project management utilizing Asana and Jira

Google Analytics, Search Console, Looker Studio, and Google Tag Manager

LINKS

[Website](#)

[LinkedIn](#)

LANGUAGES

English



German



EMPLOYMENT HISTORY

NOV 2025

Marketing Manager, Heath Ceramics, San Francisco

- Lead integrated marketing campaigns and strategic initiatives to grow brand awareness and new customer acquisition
- Orchestrate integrated campaigns that strengthen brand presence and drive measurable customer engagement across platforms
- Analyze market trends and consumer behavior to refine marketing strategies, identifying growth opportunities while preserving Heath Ceramics' heritage and core values
- Spearhead data-driven marketing initiatives to enhance customer acquisition, while maintaining brand authenticity
- Developed comprehensive market analysis reports to identify emerging consumer trends and optimize marketing strategies for sustainable brand growth

FEB 2022 - NOV 2024

Associate Brand Manager, Givelify, Remote

Lead integrated brand and marketing campaigns to drive awareness and engage Givelify's community of 1.5M donors and 70K nonprofits. Managed key initiatives and demand-gen campaigns, own KPIs and metrics reporting, responsible for brand cohesion across all assets.

- Led the 2024 Giving Guide campaign, driving 145K brand impressions and 4,500 new qualified B2B leads.
- Directed the integrated campaign for the award-winning annual giving research report campaign, resulting in 22% YoY traffic growth and a 600% increase in national news coverage, reaching 7M people.
- Managed Bravo! Stories of Good, a series of micro-documentaries that showcase impactful stories of generosity from around the world. Drove 58% growth in video views and 33% growth in landing page visits YoY.
- Spearheaded brand updates, including a Brand Guidelines refresh, build of branded corporate templates, and the onboarding of a company-wide swag vendor to streamline brand cohesion.
- Implemented strategic project management practices using Asana and refined marketing tech stack, improving reporting and analytics across a rapidly growing marketing team.
- Developed and executed brand KPI reporting systems, ensuring data-driven decisions and consistent brand presence.

FEB 2019 - FEB 2021

Marketing Manager, Changing Tides Movement

Responsible for the strategy, development and growth of membership and member programs, webinars, and the annual conference. Worked with the founder to launch the organization. Co-developed the brand, custom curriculum creation, owned the website build, and managed launch-to-market.

- Responsible for growing the community from day one into a highly engaged group of thousands of women founders, angel investors, VCs, and allies around the world.
- Spearheaded The Wave Tour, a fully virtual event with three concurrent session tracks, and 35 speakers. Responsible for event conceptualization, execution of marketing strategy and promotional campaign, and management of sponsors, partners, keynotes, and speakers. Attracted over 600 attendees and secured sponsorships worth \$80K.
- Led the migration to a new cloud-based membership platform, expansion of member programs and build and launch of the online store and custom-branded merchandise.

AUG 2019 – FEB 2021

Marketing Program Manager, ThinkResults Marketing

Worked directly with the founder and CEO of this award-winning agency to develop brand and marketing materials for clients ranging from small startups to multi-national corporations including Intel, Microsoft, Aramco and Nektar Therapeutics. Was deeply involved with day-to-day client relationship management and owned key brand and marketing projects, from strategy development to hands-on campaign execution and project management.

- Managed agile projects and creation of deliverables for an international cross-functional team of designers and creatives, editors, web designers, market researchers, SEO experts, and linguistic experts.
- Led cross-functional teams to deliver high-impact marketing projects, ensuring seamless communication and timely delivery.
- Managed project timelines and budgets, ensuring accurate execution of marketing plans and adherence to client specifications.
- Oversaw drafting of messaging, short- and longform content, website builds, visual asset and video creation, newsletters, and other digital and print collateral.
- Organized and executed successful high-profile events including launches, trade shows and industry conferences, virtual events, webinars, and interactive showcases for a range of clients.

MAY 2016 – JUL 2019

Marketing Coordinator, ThinkResults Marketing

Responsible for persona development, marketing strategies and campaign implementation for client and internal projects. Worked closely with the CEO on brand creation, driving impactful marketing strategies and successful campaign implementations.

- Executed competitive landscape research and analysis, driving strategic insights that enhanced campaign effectiveness and client positioning.
- Owned client web content, blogs, newsletters, and social media.
- Pioneered new social media strategies that grew follower base by 25%–32% over 3 months, enhancing brand visibility and engagement.
- Partnered with designers to create compelling digital and print collateral, ensuring cohesive brand messaging across all channels.
- Managed editorial calendars and analytics, ensuring timely delivery of content and accurate reporting on campaign performance.
- Performed in-depth analysis of campaign metrics, identifying key performance trends and optimizing strategies for improved ROI.

EDUCATION

MAY 2020

MBA, Concentration in Marketing, Lam Family College of Business

MAY 2016

BS, Business Administration & Marketing, San Francisco State University

Marketing Department Honoree, Class of 2016

COURSES

SEP 2023

Jobs To Be Done + ODI Fundamentals Course at Strategyn

AUG 2023

Jobs to Be Done + ODI Introduction Course at Strategyn