

Summary

Results-driven marketing leader fueling growth with proven channel, campaign, and content expertise. Creative in vision and process, optimizing full-funnel performance with analytics and market insight. Collaborates with empathy to align teams around clear goals for measurable outcomes. Brings track record in securing 8-figure annual revenue with scalable, adaptable strategies.

Experience

Advisory Projects | Remote

Marketing Consultant

Oct 2024 – Present

- Advises organizations on brand development, campaign direction, and channel planning. Applies AI and systems thinking knowledge strengthened during an elective career break to deliver efficient strategies that maximize impact.
- Develops marketing toolkits, including content roadmaps, persona profiles, and reporting playbooks to elevate lifecycle engagement across website, social, email, and blog.

Xpedition | Remote

Team Lead, Content Marketing

Jan 2021 – Mar 2024

Social Media Strategist, Content Marketing

Feb 2020 – Jan 2021

- Managed content programs, integrated campaigns, and omnichannel reporting for global brands, including Google and Fitbit, influencing **\$400M+ in annual client revenue**.
- Drove 8-figure annual team revenue by expanding scope into product marketing, brand strategy, and competitive intelligence.
- Led production of 1,500+ multimedia assets, building cross-functional workflows that enabled high-impact creative output.
- Increased client's organic engagement volume by an average of 19% quarter-over-quarter through iterative A/B testing.
- **Built agency's market research division**, generating \$3M in first-year revenue. Leveraged AI tools to scale performance and sentiment analysis, surfacing nuanced insights to shape client positioning, messaging, and go-to-market strategy.
- Advised senior leadership on business development, guiding rebranding, sales enablement, and paid media activations that secured multiple 7-figure accounts and **grew portfolio by 500%**.
- Expanded analytics program, producing 230+ reports with data-backed insights to inform executive decision-making.

Earth Altar Studio | Los Angeles, CA | Hybrid

Marketing Director and Co-Founder

Jan 2018 – Feb 2020

- Launched a creative studio, generating \$1.3M in first-year revenue (14% net profit) through a customer-centric marketing strategy spanning website, social media, email, SMS, paid advertising, and events.
- Built a full-stack marketing ecosystem, aligning platforms and process to deliver compelling customer journeys.
- Drove **9% year-over-year revenue growth** through performance and market analysis that guided end-to-end optimization.
- Raised \$360K for nonprofits, strengthening acquisition and retention rates with value-driven brand stewardship.

YouTube | Los Angeles, CA | On-site

Marketing Coordinator

Dec 2015 – Jan 2018

- Supported global campaigns within YouTube's Brand Partnerships division, executing go-to-market initiatives and content strategy for industry leaders including Disney, CBS, Blumhouse, Dior, and Riot Games.
- Mentored 250+ creators in multimedia content development, driving **organic reach of 200M+** with innovative asset design.

The Ohio State University | Columbus, OH | On-site

Videographer, Office of Student Life

Mar 2012 – Dec 2015

- Bolstered fundraising and recruitment success for 190+ student organizations with hands-on campaign support.
- Developed 350+ content pieces, ensuring nationwide resonance through a community-driven creative strategy.

Skills

Core • Demand Generation, Lifecycle Marketing, Pipeline Development, Journey Mapping, Data Analysis, Project Management
Software • Salesforce, HubSpot, Semrush, LinkedIn Ads, Google Ads, Google Analytics, Brandwatch, Adobe Creative Suite, Asana

Education

The Ohio State University • Bachelor of Arts in Communications & Video Production