

SKILLS

- Digital Marketing Strategy
- Campaign Development/Execution
- Corporate Positioning and Branding
- Public and Media Relations
- Search Engine Marketing
- Social Media Marketing and Community Building
- Corporate Communications
- Web and Print Content Development
- Website Ownership and Management
- Event and Tradeshow Management

TECHNOLOGY

- Design: Adobe Indesign, Adobe Photoshop, Adobe Illustrator, iMovie, Wordpress
- Web/Multimedia: content and email management systems (Hubspot, Act-On, Joomla, Typo3), Google Adwords, LinkedIn Advertising, search optimization (Google Search Console)

EXPERIENCE

Senior Marketing Specialist | AnswerDash

Seattle, WA; September 2015 - present

Hired to build and manage the marketing department of AnswerDash, a B2B SaaS startup housed in the University of Washington's Incubator space. Selected responsibilities include:

- Identify target segments, industries, and competition as a marketing base and work with upper management to build and manage 2016 marketing budget;
- Identify, plan, and execute brand identity, as well as create a long-term collateral design plan that reflects the brand image and voice;
- Research relevant 2016 industry events, develop logistics plan, create relevant collateral, signage, and communications plans;
- Develop content pieces (blog posts, infographics, e-books) to attract prospects to the website and bolster SEO efforts;
- Strengthen organic search traffic by managing SEO campaign, in addition to developing and running Google Adwords and LinkedIn Advertising PPC campaigns.
- Build a consistent presence and community on relevant social media channels; in 6 months, grew social media follower base 140% and increased social interactions by 24%;
- Manage company website while planning a site-wide messaging and graphic refresh.

Senior Marketing Specialist | VT MÄK

Cambridge, MA; May 2011 - August 2015

- Planned, developed, and executed communications plans that focused on lead generation, customer nurturing, and company/product branding;
- Created and maintained all company content, including press releases, white papers, brochures, and signage for tradeshows;
- Implemented and owned monthly newsletter program, delivering a total of 51 newsletters containing industry news, company content, product updates, and employee spotlights.
- Saved MÄK thousands of dollars by taking on all previously outsourced graphic design and branding projects, including company-wide branding guidelines, tradeshow booth design, and collateral design/creation;
- Managed tradeshow logistics for 12+ small shows yearlong and worldwide and one large show (I/ITSEC);
- Regularly presented marketing plans and procedures to entire company at monthly all-hands staff meetings.

Yoga Instructor | CorePower Yoga

Cambridge, MA and Bellevue, WA; June 2014 - present

- Lead students, from beginners to experts, through a safe and fun yoga practice;
- Pre/post class customer service: register students for classes, handle retail sales, and triage membership inquiries.

Communications Intern | German American Chamber of Commerce

Atlanta, GA; Sept. 2010 - May 2011

- Responsible for daily website maintenance along with full-scale website management projects;
- Coordinated and created all outgoing mailings in the communications calendar, including more than 250 mailings during the year;
- Co-authored a bi-monthly intercultural column in the German American Trade Magazine, "How We Sink."

EDUCATION

B.S. Public Relations and Communications at Boston University, College of Communications (2010)
Magna Cum Laude