

OBJECTIVE:

Highly driven digital transformation executive with a proven track record in marketing, business intelligence, and product leadership. Experienced in product innovation and strategic planning seeking to leverage my expertise in marketing management, customer acquisition/demand generation, and product marketing to drive productivity and profitability in a progressive organization located in Minneapolis.

SKILLS:

- Digital Marketing Strategy
- Demand Generation
- Customer Development
- Strategic Partnerships
- Product Innovation and Management
- Marketing Intelligence and Analytics
- Branding and brand strategy
- Leadership & team management

TECHNOLOGIES

Business Intelligence – Google Analytics, PowerBI, Looker Studio, Tableau.

Sales & Marketing – Google Ads, Facebook Ads, Search 360, HubSpot, Microsoft Ads, Pardot, Salesforce, Hootsuite, Optimizely.

General – Gen AI, MS Office, Asana, WordPress, Google Tag Manager, Google Search Console.

EXPERIENCE:

Co-Founder, Mobibi Marketing Platform | Los Angeles, CA

Aug 2021 – Present | 5 Years

- Led a team of 5+ full-stack developers to build a marketing focused AI platform.
- Optimized AI weights/training (top P, temperature, frequency penalty) to improve prompt output.
- Leveraged paid, earned, and owned media to acquire 1200 users in 14 months.
- Managed customer discovery and feedback to improve NPS and customer retention.
- Developed and implemented product strategy to improve free-to-paid upgrade cycle.
- ➔ Achieved an average customer acquisition cost (CAC) of \$3.25 with paid media.
- ➔ Grew monthly re-occurring revenue (MRR) to \$18000 with onboarding & funnel optimization.
- ➔ Optimized landing page conversion rate to 32% with A/B testing and SSO implementation.

Managing Partner, Pure Focus Digital Agency | Los Angeles, CA

Aug 2008 – August 2021 | 13 years

- Managed digital strategy for over 100 clients including Salesforce, Heroku, Okta, Intel, Truecar.
- Strategy guidance & execution of SEO, SEM, Landing Page, Creative, Budgeting, and more.
- Collaborated with client marketing teams on data-driven customer acquisition strategies.
- Grew agency revenue from zero to \$500K annual billings and 10+ employees.
- Maintained average client engagement duration of 2+ years based on performance.
- ➔ Entertainment Client: grew website traffic from 500K to 1.8M in 24 months with SEO & SEM.
- ➔ Fortune 100 Client: increased organic traffic by 34% with SEO (Onsite + Offsite).
- ➔ Pre-IPO SaaS Client: executed global MFA campaign +48% increase in signups with Paid Media.

Marketing Campaign Manager, ReachLocal | Los Angeles, CA

Sept 2006 – June 2008 | 1 year 10 months

- Managed Local Paid Search Campaigns (PPC) utilizing a proprietary bid management solution.
- Complete ownership of ReachLocal's largest verticals, responsible for millions in monthly spend.
- Manage over 2500 campaigns for Auto Dealerships, Attorneys, and Industrial Services.
- Complete accountability for CPC, Cost Per Lead, Utilization, and Retention.
- Work directly with national sales team to create campaign roadmap, optimization strategy, and geo-targeting parameters for Automotive Division.
- Responsible for staying abreast of all trends, techniques, publisher changes, and industry news.

Director of Operations, TouchCommerce | Los Angeles, CA

December 2002 – February 2004 | 2 years

- Lead 4 supervisors, 4 compliance agents, and 60 agents responsible for online up selling of products and services through live chat and outbound telemarketing campaigns.
- Responsible for day-to-day operations and performance of sales floor.
- Managed IT functions, HR duties, training and recruitment, employee development, vendor negotiations and relations, state, and federal compliance.
- Developed monthly, quarterly, and annual forecasting, expenses, and staffing levels.

Operations Manager, PeopleSupport | Los Angeles, CA

December 2000 – February 2002 | 2 years

- Created companywide standards for L.A. operations and set the foundation for Asian expansion.
- Implemented two company-wide techniques that capitalize on dynamic staffing.
- Developed a solid foundation for PeopleSupport's first international location in Manila, Philippines.
- Demonstrated the ability to understand and adapt to a new culture.
- Built operations from 0 – 65 employees in 6-months, who assist online customers through live text chat, intelligent email response, VoIP, and phone.