

EDUCATION

M.S. SPORT PRODUCT MANAGEMENT | UNIVERSITY OF OREGON

MARCH 2019

Specialized Master's degree program aimed to develop sports & outdoor product industry leaders

- Beta Gamma Sigma member – earned by finishing in the top twenty percent of the graduating class
- Member of UO Portland Student Council
- Marketing coordinator for Online Program launch team
- Marketing consultant for European-based Snow and Surf brand looking to enter US market

B.A. SPANISH | Pepperdine University

MAY 2005

Major: Spanish Language & Literature

Minor: Advertising

3 Year Varsity Cross-Country, NCAA Division I

EXPERIENCE

DORSUM, INC. | BRAND & PRODUCT MARKETING MANAGER

2018 – PRESENT

Led all aspects of marketing for startup product brand including brand development, market research, persona/muse development and digital presence optimization.

Duties

- Redesigned and launched new dorsumtech.com website to align with new brand direction and market research insights
- Developed content and blog strategy to support future sales to industrial workers and employers (B2C & B2B)
- Created muses to guide product development and marketing messaging that speaks to specific segments of the market
- Conducted market research using a variety of secondary sources to quantify the opportunity in the market
- Created and led brand development workshops to define core values and brand mission & vision statements
- Redefined brand identity – logo, fonts, colors

THE SEARCH AGENCY | SENIOR ACCOUNT MANAGER

2014 – 2017

Primary point of contact for multi-client book of business. Managed digital strategy development based on multinational client business objectives. Served as conduit between brand, IT/development and marketing teams. Developed and executed content strategies to boost search visibility and nurture consumers through the decision journey. Measured & monitored performance through analytics reporting that improved and uncovered strategic opportunities, Adapted and innovated best practices for dynamic search engine marketing industry.

Duties

- Developed strategic marketing plans aimed at exceeding client business goals
- Identified key market segments for clients to fuel online conversion growth
- Developed integrated content marketing strategies aligned to consumer personas and consumer decision journey
- Delivered actionable reporting insights to improve organic search strategy
- Collaborated with team to develop semi-annual “big ideas” to aid in brand positioning and search visibility
- Managed team members' projects and hours to maintain internal margin goals

THE SEARCH AGENCY | SEO STRATEGIST & PROMOTIONS DEPARTMENT MANAGER

2010 – 2014

Leveraged tactical expertise to create, plan, and manage SEO Strategies for a book of business (6-10 clients). Managed Promotions team and developed white-hat link building strategies in a pre- & post-Penguin update world.

Duties

- Translator of client business goals to actionable SEO strategies
- Developed 6-12 month SEO strategies for clients based on architecture, content, and link audit findings
- Refreshed link-building best practices to align with Google's quality guidelines
- Created “Link Rehab” product for clients with manual action penalties

FUTURE TRACK RUNNING CENTER | DIRECTOR OF MARKETING

2007 – 2010

Responsible for all aspect of product & brand marketing – online, offline, & events. Tracked performance of marketing initiatives through online and in-store conversions.

Duties

- Brought brand presence online through website, blog, and social
- Led partnerships with key footwear brands for collaborative promotions, events and ad campaigns
- Built strategic online and local community relationships to localize brand & product messaging
- Implemented internal systems for employee training & communication
- Organized in-store and community events (product launches, fun runs, local 5k/10k)
- Compiled reports for online performance and sales data (demographics, campaign reach & conversions)

ADDITIONAL EXPERIENCE

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| Freelance, Creative Work Web, graphic, and advertising designer | 2008 – 2012 |
| Flintridge Preparatory School Assistant Coach, Track & Field and Cross Country | 2003 – 2008 |
| Run With Us Retail Professional | 2004 – 2007 |
| Future Track Running Center Retail Professional | 2003 – 2004 |