

**DIGITAL MARKETING LEADER** and data-driven storyteller who thrives under pressure, driving high-impact marketing initiatives that resonate with target audiences. Communicates effectively with impeccable attention to detail, poise, and professionalism. Serves as a motivated cross-functional partner, collaborating with internal and external stakeholders to synthesize value-based messaging, develop compelling go-to-market strategies, and exceed organizational goals.

## VALUED EXPERTISE AND TECHNICAL PROFICIENCIES

B2B marketing | SaaS | Jobs To Be Done | marketing strategy | content strategy | sales enablement | cross-functional collaboration | A/B testing | sizzle reels | copywriting | script writing | product positioning | performance marketing | project management | display ads | graphic design | email marketing | Figma | Confluence | Jira | UX | UI | SEO | SEM | Adobe Creative Cloud | Final Cut Pro X | Adobe After Effects | Looker | HubSpot | Slack | Asana | Miro |

## EXPERIENCE

**WALMART.COM – PRODUCT MARKETING MANAGER**, San Bruno, CA

January, 2023 - Present

- Product marketing communications lead for Walmart Marketplace, defining go-to-market strategy, scheduling activations, and executing campaigns across email, social, in-app notifications, website, and industry events for shipping, pricing, advertising, and assortment growth solutions. Increased product adoption among customer base of 3rd-party sellers by >16% on average and GMV by >23% on average from Q1 to Q3, 2023.
- Led the creation and implementation of quarterly Seller Marketing & Communications Plan to track, measure and analyze marketing impact across key metrics for further channel optimization, as well as establish and enforce communications governance for priority products and programs as defined by leadership.
- Leveraged customer feedback to develop and execute net new bi-weekly product publication to increase CSAT, minimize ad-hoc communications, and optimize operational efficiency. Increased engagement (open rate and CTR) by >20% and CSAT by >11% on average, from May to September, 2023.
- Developed and hosted two 800-person events for US-based customers in 2023.
- Consistently demonstrates incisive prioritization for complex product launches, leading multiple marketing initiatives concurrently across planning, analytics and reporting, creative development, and stakeholder management.
- Collaborates with product and program leads to define customer journeys and segmentation, mapping to Salesforce and HubSpot attributes for targeted marketing initiatives.

**META – BUSINESS MARKETING MANAGER**, San Francisco, CA

July, 2019 - December, 2022

- Global SMB marketing lead for Business Messaging Marketing team, running two 1200-person events annually aimed at educating businesses on the value of Meta messaging platforms to better engage with customers. Partnered closely with internal product, localization, and event teams, and liaised with creative agencies.
- Built and managed 6 Messenger and WhatsApp-powered chatbots to grow product awareness and enhance audience experience at in-person and virtual events, like Cannes Lions. Engagement averaged >70% among event attendees.
- Led strategy and creative development for WhatsApp Business acquisition campaign to drive 122% of app adoption goal, (820,000 vs 670,000) from 2019 to 2020. Served as the creative and narrative lead for WhatsApp Business' first ever sizzle reel, owning launch campaign and activation strategy across owned and external digital channels.
- Owned channel and content strategy to grow monetization tools, including sales enablement materials, one-pagers e-learning courses, and event programming. Drove ~19% increase in product adoption from January to July, 2022.
- Doubled case study production month-over-month, from 2019 to 2022 by partnering with marketing science to develop legally-approved measurement methodology and internal production process for small business success stories.
- Led go-to-market strategy and product positioning for business messaging tools, including the Facebook Chat Plugin, ads that click to message, and Meta Business Suite, partnering with research and product leads to define value propositions and implement customer insights across campaign deliverables. Product adoption increased by >15% on average half-over-half, from 2020 to 2022.



**EGNYTE – CONTENT STRATEGIST, CORPORATE MARKETING**, Mountain View, CA

**October, 2017 - April, 2019**

- Led the organization’s content marketing initiatives for enterprise SaaS solutions by developing industry-specific landing pages, sales enablement materials, customer success stories, and email nurture campaigns.
- Developed and monitored content for web, mobile app messaging, and paid media campaigns.
- Managed social media calendar and partnered with product marketing leads to create marketing materials for industry trade shows, publications like Forbes, and scripting for corporate videos.
- Supported organizational growth by providing editorial quality assurance across website, leveraging SEO strategies, as well as launching SEM and display ad campaigns targeting mid-to-large businesses.

**ICEG – CONTENT DESIGNER, EVENT MARKETING**, Fremont, CA

**June, 2014 - June, 2015**

- In-house creative lead for seasonal events, developing event signage, digital media for ads and website, and printed materials for field marketing.
- Managed relationships with printers and production agencies, owning creative budgets and ensuring timely delivery of marketing assets.
- Partnered with CMO and creative director to review marketing assets and secure internal alignment for event strategy.

## **EDUCATION & CERTIFICATIONS**

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**Facebook Certified Digital Marketing Associate**

**2021-2023**

**Academy of Art University – Master of Fine Arts, Advertising**, San Francisco, CA

**2015 - 2017**

**California State University, East Bay – Bachelor of Fine Arts - Graphic Design**, Hayward, CA

**2011 - 2014**

**California State University, East Bay – Bachelor of Science - Business Administration**, Hayward, CA

**2011 - 2014**