

Education

Cornell University, College of Arts and Sciences
B.A. in Information Science
May 2015

Experience

Experiture

July 2015 - present

Experiture is a multichannel marketing automation platform for marketers to create, deploy, measure, and optimize marketing campaigns. Our sister platform, Easypurl, is the leading marketing software using personalized URLs.

Product Manager

Drive the development of Experiture, Easypurl, and our casino player engagement mobile application.

- Delivered Experiture 3.0-3.10, 4.0-4.11, and Easypurl 9.1-9.11 containing bug fixes, updates, and new features by organizing 2-week sprints and leading daily stand-up meetings.
- Released our email drag and drop designer and email a/b split test tool to optimize email marketing capabilities.
- Oversee the support center and connect with users to identify and translate pain points and requests into user stories and functional requirement documents.
- Ensure client success by providing product trainings, recommending platform best practices, and delivering solution recommendations to meet business goals.

Project Manager

Manage accounts and projects across Experiture and Easypurl's high value clients.

- Own the inception, execution, and launch of marketing campaigns and custom development work for clients such as Planet Fitness, Chrysler Capital, Santander Consumer USA, RocketLoans, Resource Real Estate, and more.
- Gather project requirements and use cases, define project scope, monitor and deliver the status of project milestones, plan and review acceptance criteria and success metrics, and analyze post-launch performance.

Cornell Institute for Public Affairs (CIPA)

June 2014 - June 2015

The Cornell Institute for Public Affairs (CIPA) offers a two-year MPA program that educates future public policy leaders.

Web and Communications Assistant

Developed and maintained CIPA's online presence.

- Managed CIPA's main website, affiliated blogs, and the Facebook, Twitter, Flickr, and Eventbrite accounts by posting content and providing engagement reports.
- Provided creative support to the department and assisted in designing outreach materials, such as program forms, flyers, emails, and PowerPoint presentations.

Academic Technology Center

April 2013 - June 2014

The Student Technology Assistant Program (STAP) is a student-powered support team to help academic staff use technology for teaching, learning, and research.

Student Technology Assistant

Assisted professors, faculty, and graduate students in utilizing and mastering technology.

- Processed the intake of and completed staff and faculty projects for courses, research, and presentations.
- Provided telephone and walk-in training and support on using educational technologies and software.

Skills & Tools

Customer Development, Competitor Analysis, Market Research, Roadmapping, Metrics, Agile Project Management, Design Thinking, UX Design, User Testing, Web and Mobile Design, Wireframing, Prototyping, Digital Marketing, Adobe Photoshop, Balsamiq, Invision, Sketch, JIRA, Trello, Asana