

EXPERIENCE

Marketing Manager & Consultant, Freelance Contractor

Culver City, CA / Nov 2017 - Present

- Navigate client sales, marketing and ecommerce needs with marketing calendar, establishing brand voice, social content, email, SEO, website redesign, paid social and reporting
- Manage online product listings and business operations for clients and self-owned business (*The Potato Farm*), achieving 50% increase in site shop visits, 200% increase in product listing views, resulting in 250 orders

Marketing Manager - Digital, Kriser's Natural Pet / International Pet Partners

Santa Monica, CA / Jan 2016 - Nov 2017

- Achieve record-breaking attendance and revenue goals for 13 store *grand opening* events, brainstorm and revitalize marketing strategy, social, on-site activation, partnerships and direct mail CTAs
- Lead all digital programs - paid social, search, email, content development, SEO, and review management for 50 stores; improving web traffic, promoting sales, and driving loyalty; Grow social by 18,000+ followers
- Partner with retail teams to design new, effective in-store marketing events (Trainings, Product Happy Hours)
- Redesign Krisers.com; Launch Careers landing page with paid recruitment lead gen program
- Execute email database migration, site updates, customer FAQs for Instacart launch and 2 company acquisitions

Digital Media Buyer, Survey Sampling International

Encino, CA / May 2013 - Jan 2016

- Lead digital media placements effectively and execute monthly budget of \$250,000 using forecasting methods for paid social, native, affiliate, SEM, and influencer programs (on CPC, CPM, CPA and flat rate)
- Achieve 250,000 new subscribers for 6 digital properties in 9 months, outpace performance goals
- Lead initiative to lower cost of new user acquisition from \$3.15 to \$2.80 in 9 months, saving \$8000 every month
- Improve new-user performance and optimize average quality score by 30% by improving landing pages and creative
- Train and mentor 3 new digital media buyers as we grew our team to 5 US buyers

Regional Media Buyer, AIDS Healthcare Foundation

Los Angeles, CA / Jan 2012 - May 2013

- Manage negotiations for traditional advertising in 6 US markets; lead media flowchart for \$300,000 monthly spend
- Work closely with designers to traffic creative for TV/cable, print, outdoor, radio, event sponsorships
- Negotiate sponsorship and participate in large and small events (Florida AIDS Walk, Prides, bar activations & more)

Communications and Marketing Coordinator, AIDS Healthcare Foundation

Los Angeles, CA / May 2009 - Jan 2012

- Run all social channels (focus on Facebook) to grow following from 780 to 720,000 in 18 months
- Author blog posts, translate campaign messages into effective emails, micro-sites, social posts
- Write 25 press releases and post to the wire to earn news coverage; Act as media point of contact
- Lead social for AMEX "Members Project" contest, winning \$250,000 prize and earning *Bulldog Reporter Silver - Social/Corporate Responsibility (2011)*

EDUCATION

Bachelor of Business Administration

Emphasis in Marketing and Entrepreneurship, Loyola Marymount University
Los Angeles, CA / 2009

SKILLS & EXPERTISE

- Highly creative, detail-oriented, organized, team builder with great communication skills
- Extremely proficient in Integrated Marketing, Online Marketing, Marketing Strategy, Website Strategy, Content Development, Copy Writing and Editing, Public Relations, Project Management
- Confident working with Salesforce, Tableau, Marketo, Unbounce, MomentFeed, Adwords, Facebook Power Editor, Google 360, Photoshop, Illustrator, Wordpress, SproutSocial, Facebook, Instagram, Google Locations
- Animal lover and always working to improve my Headstands