

EDUCATION

Certificate in Digital Marketing Analytics

Massachusetts Institute of Technology

Bachelor of Science, Business Administration

Concentration in Entrepreneurship, Magna Cum Laude
Appalachian State University

COMMUNITY

Board of Directors, Layers of Dignity (nonprofit)

Advisory Council, Offline Media (startup)

Founder, Vintage Young Adults (interest group)

RELEVANT EXPERIENCE

Senior Product Manager | Abrigo | 2022-2023

Product Manager II | 2021-2022

- **Managed product roadmap** and guided vision and strategy for a range of consumer lending products
- Coordinated product development from discovery to release working closely with Engineering, UX and QA
- Conducted **120+ customer interviews** to regularly assess customer needs and build relational feedback loops
- Wrote **customer-facing collateral for product launches** to showcase new features and spur adoption
- Collaborated on **competitive analyses**, evaluating competitors and **providing insights to differentiate our value props**
- Partnered with UX team to design new features and update existing features to **improve user experience**
- **Led in-app product marketing efforts, implementing hundreds of guides** for a range of features new and old
- Designed and **led creation of product resources platform for internal stakeholders** (100+ monthly users)
- Developed PSAT program, **leading PMs to set up in-product surveys** for their products and **training PMs** on best practices to turn survey data into product insights and customer connections
- **Implemented in-app product education**, adding over 200 unique product materials to targeted Pendo guides

Campaign Operations Manager | Vericast | 2019-2021

- Managed digital advertising projects with **\$200,000+ budgets working with cross functional teams** on setup, optimization, reporting and billing
- Learned Python and **wrote scripts to streamline reporting for the team** and interpret large data files
- Designed quality assurance process and **led implementation leading to monthly decrease in errors**

Marketing and Community Development Manager | NC State Entrepreneurship | 2018-2019

Event and Marketing Coordinator | 2017-2018

- **Product manager for custom build of CRM software platform**, coordinating with operations team and engineers to assess end-user needs, communicate requirements and manage the CRM platform from build to adoption
- Led integrated marketing strategy with a dual focus on **product launches** and ongoing advertising for audiences from current and potential consumers to board members and potential investors
- Managed **website including design and UX updates, copywriting, keyword research and SEO**
- Created reporting dashboards to **measure performance of digital campaigns** and show customer retention data
- Managed internal marketing team—on-boarding new employees, leading brand training, **guiding creative direction**, managing workloads and supporting professional development
- Designed project management system for 20+ internal clients and managed 100+ marketing projects, **driving lead generation and system adoption across internal teams**

SKILLS & CERTIFICATION

- **TECHNICAL:** SQL | PYTHON | HTML | CSS
- **DESIGN:** ADOBE SUITE, CANVA, FIGMA
- **PROJECT MANAGEMENT:** JIRA, TRELLO, CONFLUENCE
- **ANALYTICS:** PENDO, SALESFORCE, GOOGLE ANALYTICS
- **LEADERSHIP:** HIRING, TRAINING, COACHING, PRESENTING

