

EXPERIENCE

Freelance Content and Event Marketer, Self-Employed

Apr. 2023 – Present

Remote

- Helped tech startups and small businesses increase brand awareness and earn sales through content marketing and event marketing.

Head of Marketing, Mozart Data

Jul. 2021 – Jul. 2022

Remote

- Mentored and led a marketing team made up of growth marketing and content marketing.
- Created a product messaging and positioning framework that aligned the revenue org on how to sell and market.
- Overhauled the website's content and design to clearly communicate value props, features, and use cases.
- Designed Mozart's booth at the Collision conference, and came up with an activation that attracted crowds and spread quickly by word of mouth.

Content Marketing Manager, Replicant

Feb. 2021 – Jul. 2021

Remote

- Led content marketing, owning everything from content strategy to distribution, and managed 2 freelance writers.
- Rewrote web copy to optimize it for search and highlight value props and differentiators.
- Created long- and short-form content, including eBooks, blog posts, case studies, and social media posts.
- Increased organic LinkedIn impressions by 75% and organic followers by 12.5% in 3 months.

Content Marketing Manager, Snapdocs

Jan. 2019 – Feb. 2021

San Francisco, CA

- Led content marketing, which helped create over 50% of the 2020 pipeline.
- Launched the company blog and achieved 120% month-over-month growth in unique pageviews.
- Ran 2 webinars every month and owned the entire process, including writing scripts, sourcing and briefing speakers, and driving attendance.
- Won 8 industry awards for Snapdocs and its executive leaders.
- Spearheaded the event strategy for 10 conferences and 3 dinners, secured demo and speaking opportunities, designed the Snapdocs booth, and coordinated with Sales to drive engagement at events.

Community Manager, Snapdocs

Apr. 2016 – Jan. 2019

San Francisco, CA

- Managed the notary community by providing user support, creating automated onboarding programs, building operational processes, and working with product and engineering to roll out new features.
- Hosted monthly live virtual Q&As for groups of 100 to 140 new users.
- Designed a celebratory email that surprises and delights users, which achieved a 76% open rate.
- Grew Snapdocs's presence at the NNA conference over 3 years, culminating in an exhibitor booth and 2 workshops.

Communications Assistant, Credit Karma

Sep. 2014 – Apr. 2016

San Francisco, CA

- Led the creation of 2 video series, which accumulated more than 730,000 views.
- Oversaw a short-term content strategy and plan, which increased impressions by 400% within 5 months.
- Created a style guide that guides in-house writers, freelancers, and content partners on brand voice and style.
- Acted as a temporary managing editor by managing the editorial process and 7 freelance writers.

SKILLS

- Software: Marketo, Salesforce, Hubspot, WordPress, Adobe Photoshop, Illustrator, and Premiere Pro.
- Social Media: LinkedIn, Instagram, TikTok, Facebook, Twitter, YouTube, and Pinterest.

EDUCATION

University of California, Berkeley

Aug. 2014

Bachelor of Arts, Media Studies

UC Education Abroad Program, University of Warwick

Sep. 2013 – Jun. 2014

Coursework: Film & Television Studies, Marketing