

EXPERIENCE

Sagra

Hospitality

Aug '23 - Oct '23

Marketing Director

- Responsible for all owned, earned, and paid media, with the goal to increase brand awareness and drive acquisition growth.
- Identified & executed key website optimizations, implemented cross-domain event tracking, and built a full-funnel paid acquisition strategy, all within my first 30 days.
- Established weekly email blasts, resulting in a 64% open rate (1.8x higher than industry average) and a 4% CTR (1.4x higher than industry average).
- Redefined organic social strategy, increasing non-follower reach by 139% on Instagram MoM.
- Increased monthly unique visitors to the website by 61%, through all owned & earned efforts.

Theo

Ad Agency

Mar '19 - May '23

Performance Marketing Director

- Hired as employee #1, and grew the org to 40+ employees within three years.
- Lead decision-maker and stakeholder for clients' strategy, execution, and optimizations, including logos like Aflac, Portland Trail Blazers and Crowdstreet,
- Designed and implemented full-funnel, omni-channel media strategies across demand creation and capture, and customer retention.
- Executed go-to-market strategies utilizing digital and non-digital marketing strategies, from SEM, paid social, OTT/CTV and email, to TV, radio and OOH.
- Developed an integrated UX/media strategy for a leading fintech company, resulting in a 205% lift in user acquisition at a 12% lower CPA.
- Drove new business pipeline through comprehensive media & martech audits, and uncovered key, RFP-winning opportunities resulting in significant growth for the agency.
- Worked cross-department at the leadership level, building employee OKRs and agency SOPs.
- Created and operationalized proprietary automation tools for improving testing, auditing, and reporting processes.

Sq1 / Ansira

Ad Agency

Oct '18 - Mar '18

Director, Digital Media

- Owner of marquee client engagements, accounting for \$20MM+ in annual spend.
- Ensured strategy, messaging and measurement aligned with client goals across all paid, owned, and earned channels.
- Cross-examined sales data & marketing data to identify conversion funnel leaks and missing cross-sell opportunities for a Fortune 500 insurance company, resulting in a 194% increase in B2C leads and a 257% increase in B2B leads YoY.
- Influential in the vetting and buildout of client martech stacks to maximize their marketing and sales efforts.
- Built content & messaging frameworks and testing architecture to identify and execute product-specific ICPs and hyper-specific cross-sell opportunities.
- Agency subject-matter expert for all things digital media, including SEM, paid social, display, OLTV, native, and onsite testing.

Sq1

Ad Agency

Feb '13 - Oct '18

Digital Media Manager

- Responsible for media strategy, development and execution of B2C & B2B campaigns including awareness, engagement, conversion, cross-sell/upsell, retention and win-back initiatives.
- Developed monthly, quarterly and yearly media plans, including channel-specific spend and forecasted results.
- Integrated 1P sales and traffic data with 3P intelligence data to activate a highly-personalized full-funnel marketing campaign, resulting in a 189% lift in ROI for a national QSR client.
- Ensured proper tracking across all marketing touchpoints and authenticated reporting for all digital channels.

EDUCATION

**University of
Oregon**

Class of 2012

Bachelor of Science: School of Journalism & Communication

Major: Advertising (3.94 GPA)

Minor: Multimedia (3.80 GPA)

ADDITIONAL SKILLS & NOTES

- Responsible for budgeting, forecasting and pacing annual media budgets totalling over \$20MM, while maintaining efficient CAC/ROAS.
- Certified across Google's tech stack (GA4, GTM, SA360, etc.), as well as Meta, LinkedIn & other social platforms.
- Proficient in marketing automation tools like Hubspot, and data visual tools like PowerBI.
- Efficient in HTML, CSS, and Hotjar for onsite needs.
- Strong knowledge in SEO content building and technical implementation for site ranking optimization.
- Experience utilizing APIs for reporting and marketing automation.
- Attention to detail and ability to think and communicate clearly on complex issues; collaborative and inclusive.
- Power-user of project management tools like Asana.
- Avid traveler and experienced mountaineer.