

EXPERIENCE

Marketing Manager

February 2018 -

Moon Assist

- Shaped voice and messaging through written blog posts and newsletters nearly doubling early access sign ups
- Refined SEO and landing page copy resulting in increased engagement and conversions
- Designed marketing resources helping Moon Assist break into market of new millennial traders

Operations Manager

April 2016 - February 2018

Road Nation

- Designed SQL reporting system turning crowdfunding data into actionable campaign reports for artist relations team
- Oversaw digital marketing campaign by external agency leading to first one hundred crowdfunded tour dates
- Work directly with artists and artist management to ensure smooth experience prior to and throughout campaign launch
- Strategized and implemented partnership opportunities leading to collaboration with indie distributor DistroKid

Digital Marketing Intern

April 2015 – August 2015

300 Entertainment

- Coordinated social media strategy for Grammy nominated releases from Highly Suspect and Fetty Wap, among others
- Analyzed streaming trends using data compiled from Next Big Sound, Spotify Analytics, and social media platforms
- Assessed summer launch of Apple Music and briefed artist roster on the label's perspective of the new streaming service
- Worked with YouTube's artist relations team on orchestra-backed Migos performance at YouTube Space offices

Radio Promotions Intern

May 2014 – August 2014

Atlantic Records

- Compiled market reports for radio promo exec team to analyze regional markets across rock and urban categories
- Used Mediabase and Insight to track radio spins and coordinate with artist management teams
- Led digital marketing team in designing marketing plan for newly signed artist, Francesco Yates

EDUCATION

University of Michigan, Class of 2016

- BA, Economics
- Columnist at *The Michigan Daily*

HBX CORE, 2014

- First cohort of Harvard business online summer program

SKILLS & INTERESTS

- Technical skills: SQL, Keynote, Copywriting, Hubspot, Mailchimp
- Interests: cryptoeconomics, [writing](#), poker, snowboarding