

Product Marketing Associate

Professional Experience

Consultant

Aug 2014 – present

Business Development & Product Marketing

Consulting on both Market Research & Business Development projects; working with Consumer Experience (CX) tool *Metrical* for the last year on proving market with first 20 clients agency clients. Worked on various research and BD projects as well as learned tools such as Google's DCM and SQL.

- Persona identification, positioning, web content, research, case studies, outreach, and messaging

IAC Media / Ask Properties, Oakland

Feb 2013 – Aug 2014

Market & Consumer Insights

Ask properties include Ask.com & Ask portfolio companies; quantitative and qualitative research role supporting Business Development, Product, Marketing, BD, and Research departments.

- Created and delivered 50+ presentations to advise and inform on product strategy for new and existing products; some of my research and recommendations were presented to the CEO of IAC
- Owned monthly reporting for global reach, brand effectiveness, and satisfaction; mobile & web
- Primary and secondary research: ran focus groups, conducted surveys, ran A/B tests, user testing + research, and analyzed 3rd party syndicated data to gain insights on product viability
- Utilized Google research - among other resources - to create an 80 slide deck on US and global mobile trends in search, advertising, information consumption, and OEMs (Android vs iPhone)

Consulting, San Francisco

Mar 2012 – Feb 2013

Startup Marketing Advisor (B2B & B2C)

Advised 5 startups in consumer and software markets to grow their companies through defining markets, customers, and promotions through social media and partner marketing.

- Startup Chile Participant: travelled to Chile to take part in *Startup Chile*, a highly selective Santiago-based incubator that sources startups from around the world
- Advised on marketing, business plans, and pitch decks for investors
- Marketed and hosted launch events for SF FashTech; sold out their 4th event at 750 attendees

UBIFRANCE (French Diplomatic Trade Office), San Francisco, CA

Dec 2009 – Mar 2012

International Trade Advisor, IT Sector

UBIFRANCE is a French global trade consultancy and business development agency with 72 offices around the world that helps clients to break into new markets. First ever non-fluent (in French) hire.

- Owned 20+ client products and collaborated on 40: implemented positioning, value proposition, messaging, email outreach, design and web content in new markets; advised on pricing
- Obtained #1 status out of 72 countries and 300+ teams for lead generation; continually exceeded goals due to focused communication, positioning, and targeting
- Created new standards and guidelines contributing to a tripling of team revenue
- Sales enablement efforts included sales pitch decks, sales support, sales process training for teams in SF & NYC, and lifecycle communications
- Collaborated with external partners on market development, events, and PR

US DOC / US Commercial Service, North Bay & San Francisco, CA

May 2009 – Dec 2009

International Marketing Assistant

Diplomatic trade consultancy advising US companies on foreign partnerships. Client-facing internship.

- Initiated and implemented new content for North Bay website to attract new clients
- Advised on foreign markets for 10 clients' products and services based on market need, foreign political environment, and potential compliance issues
- Created content for email outreach and phone campaigns; supported clients on overseas calls

FairTrade USA (formerly TransFair USA), Oakland, CA

Oct 2006 – Oct 2007

Certification Assistant

#1 certification agency for Fair Trade in the USA. Supported Sales, Marketing, and Certification.

- Filtered pertinent quantitative and qualitative data for 70 page+ foreign language reports
- Created a database containing key metrics for to build case studies and marketing materials

Professional Leadership

Net Impact SF Professionals' Chapter, San Francisco, CA

Mar 2009 – Mar 2012

Board Member ("Gold Status" Chapter)

Net Impact is a community of over 80k members creating positive change through business.

- Created content, formatted, and distributed monthly newsletter content utilizing MailChimp

World Affairs Council, San Francisco, CA

Jan 2007 – Jan 2008

Social Programs Chair of the International Forum

The International Forum (IF) is an interactive arm of the World Affairs Council.

- In charge of newsletter content and distribution to 8,000+ members
- Doubled membership during 1 year tenure through consistent communications and events

Tools & Data Research Services

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|---------------|-----------------------|--------------------|
| • PPT, Excel | • YouGov (BrandIndex) | • UserTesting |
| • Google Docs | • Brand Image Monitor | • SQL (Basics) |
| • User Zoom | • Survey Monkey | • comScore |
| • Salesforce | • App Annie | • Google Analytics |

Professional Advancement

Course: Marketing SaaS & Mobile Solutions to Enterprise, Stanford University, Palo Alto, CA	May 2017
Course: SEO – Practical Marketing using Google, Yahoo, and Bing, Stanford University, Palo Alto, CA	May 2017
Certification: Product Marketing Fundamentals & Markets (PMC II), Pragmatic Marketing, Austin TX	Sept 2016
Courses: Product Pricing, Product Launch, Pragmatic Marketing, Austin TX	Sept 2016
Content Strategy, General Assembly, San Francisco, CA	Oct 2016
Sales & Business Development Boot camp, Tradecraft, San Francisco, CA	Nov 2015
Business Strategy Certificate, Cornell University, Ithaca NY	Feb 2013

Education

MBA, Global Strategic Management, Dominican University, San Rafael, CA	May 2010
- Winner of Project Vote Smart Economic Debate, an event hosted by NPR's Alicia Shepherd	
BA, International Studies, Minor in History, Dominican University, San Rafael, CA	May 2005
- Study abroad at Pontificia Universidad Católica de Chile	