
EXPERIENCE

MindSumo. San Francisco, CA. Jan 2017 - June 2017.

Director of Marketing.

- Business-side marketer at open innovation company that connects college students to product, innovation, R&D/engineering, and marketing/insights teams at large global companies.
- Built company's inbound funnel: content (case studies, reports, white papers, newsletters, landing pages), ads (LinkedIn, Facebook), and Salesforce/Pardot infrastructure for distribution, tracking, and attribution.
- Managed events and press/analyst outreach (mentions in *Forbes* and *SF Chronicle*; briefings with Forrester, Gartner, MWD).

MindMeld (acq. by Cisco). San Francisco, CA. Mar 2015 - Dec 2016.

Marketing Manager. Mar 2016 - Dec 2016.

Content Marketing Manager. Mar 2015 - Mar 2016.

- Worked closely with CMO and Sales to raise awareness across multiple verticals of MindMeld's conversational interface technology.
- Salesforce, Marketo, and Pardot administrator. Point-person for analytics/reporting and campaign management.
- Developed written content for blog, bylines, email campaigns, social, and white papers. Collaborated on video and graphic design.
- With CMO, managed relationship with external PR firm and supplemented activities in press/analyst outreach and events.
- Other tasks as they came up: market research, SEO, QA, project management, event management, negotiating with vendors, etc.

Oakland Local. Oakland, CA. Nov 2013 - Mar 2015.

Marketing & Operations Associate. Nov 2013 - Mar 2015.

- Managed Oakland Local's social media presence, a diverse audience of >46K followers.
- Managed email marketing & events; project manager on website redesign; coordinated ad placement & scheduling.
- Wrote sponsored content for advertising clients and courted advertising leads in the East Bay business community.
- Social media manager and project manager of Hack the Hood's successful Google Impact Challenge campaign, which raised \$500K from Google and catalyzed the program's rapid expansion. In later months, helped implement Hack the Hood's Salesforce instance.

Experience in Software. Berkeley, CA. Jan 2011 - Nov 2013.

Marketing & Customer Support

- Worked broad role at very small project management software company (4-6 employees).
- Single-handedly managed customer support for Webplanner.com, serving diverse client base. Created documentation, QA tested, and contributed to product development discussions.
- Oversaw marketing and PR and wrote all related content.
- Administered company Salesforce account.

EDUCATION

Smith College (A.B. Spanish/Linguistics). Northampton, MA. May 2010.

- Additional coursework at UC Berkeley, UMass Amherst, Amherst College, Hampshire College.

Institute for Study Abroad. Buenos Aires, Argentina. July 2008 - July 2009.

- Coursework at Univ. de Buenos Aires, Univ. del Salvador, Fundación Univ. del Cine.

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Experienced B2B marketer. Into:

- building/improving a data-rich infrastructure that supports measurable objectives
- experimenting to see what sticks (and then doing more of it)
- clear, concise, data-driven communication (both internally and externally)

Accomplishments include:

- Averaged 13.625 marketing-qualified inbounds per week at MindSumo, April 2017 onward.
- Collected and analyzed data on voice assistant usage that was published in Mary Meeker's 2016 Internet Trends Report, as well as in *Time*, *Business Insider*, *USA Today*, *Digital Trends*, *Fast Company*, and other notable outlets.
- 2014 social media referrals to oaklandlocal.com increased nearly 400% compared to 2013, accounting for 1/3 of total website traffic.
- In July 2014, Oakland Local won "Best Local Twitter Account" in the *East Bay Express*.
- Played a pivotal role in Hack in the Hood raising \$500K in the Google Impact Challenge, catalyzing the program's rapid expansion.

Additional:

- Fluent Spanish & intermediate Portuguese.
- Graphic design, video, and radio experience.