

Profile

Product and Partnerships Marketer with 10 years of experience managing technology products (Mobile, SaaS), leading cross-functional teams (Sales, Engineering, Agencies), and building go-to-market strategies to increase customer acquisition (Consumer & Enterprise), for a wide-range of organizations from early-stage startups to Fortune 500s.

Core Competencies

Lead Nurturing | Product Positioning | Partnerships | Go-To-Market Strategy & Execution | Global Market Readiness Assessment | Brand, Content, & Email Marketing | Customer Segmentation & Acquisition | Event & Tradeshow Management | Data-Driven Decision Making | Agile Product Management

Programs

MS Office Suite | Hubspot | InDesign | Hootsuite | Salesforce | Eloqua | Jira | Asana | MailChimp | SEO | LINUX

Work History

2016- Present

Sr. Product Marketing Manager & Partnerships | CityBase | Chicago

Series B Government Technology startup with a SaaS platform to make government more personal and responsive by integrating systems, digitizing services, and payments via web, mobile, and POS. Employee #30 and 2nd marketing hire.

- Developing marketing strategies and sales collateral including case studies, training materials, and white papers to effectively position CityBase's suite of products and enhance end-user adoption.
- Procured and managed marketing automation software, HubSpot, to build lead generation and inbound marketing and email campaigns to buying audience of City Managers, CIOs, CFOs, with above average open and clicks rates (27% and 2%).
- Managing CityBase's social media channels (Twitter, LinkedIn) with 300% follower growth.
- Leading strategy to execution of CityBase's attendance, exhibit, and panel sponsorship at 6K attendee+ national conferences and trade shows to increase company footprint.
- Spearheading internal, 'Build the Base,' initiative, and "Lunch and Learn Series," to foster employee engagement by procuring relationships with GovTech and CivicTech thought leaders.

2015 – 2016

Product Marketing Lead & Technology Consultant | Function1 | Enterprise Client Sites & Remote

Big Data Consulting startup, partnering with machine generated SaaS, Splunk. 1st Marketing position in company history responsible for spearheading Marketing and Business Development initiatives to increase industry footprint, customer acquisition, and overall engagements/revenue.

- Managed top of funnel marketing including: prospecting customers, positioning Splunk product and use cases, collecting customer success stories and testimonials, developing partnerships, blogs, white-papers, webinars; building email campaigns, and managing company CRM.
- Segmented and scored 1000 + leads from industry events, and built email campaigns using MailChimp with industry leading open and click rates (17% and 3%).
- Consulted with enterprise clients on the installation, configuration, and testing of the Splunk platform to gather insights into their business based on specific use case (e.g. customer behavior, business insights, IT security).
- Served as lead PM advising clients on Splunk, and managing processes, communication, and project scope using Agile workflow and tracking tools including Jira and Asana.

2014-2015

Marketing Contractor for Early-Stage Startups | Startup Institute | Chicago

Carried out a range of contract marketing and partnership roles with several early stage companies while completing the Technical Marketing Program at Startup Institute (Startupinstitute.com)

- **Director of Marketing @ Georama Travel** (Georama.com):
 - SaaS travel startup allowing for live virtual experiences. Responsible for building technology marketing, influencer partnerships, and PR strategy and releases.
- **Marketing and Events/Project Manager @ Bucketfeet** Footwear Startup (Bucketfeet.com):
 - Responsible for developing new microsite and building event strategy for an “Artist in Residence Program,” at national retail stores.

2011- 2013

Global Product Marketing Manager | American Express | New York

Product Manager on Business Travel Team responsible for suite of mobile travel applications with 30,000+ users.

- Managed Agile project workflow with vendor and internal business and engineering teams to release new features, manage testing, and ensure optimal product launch to 20,000 global end-users.
- Built overall go-to-market strategy and customer support/training/acquisition/adoption strategy, including market readiness assessment to successfully launch Apps in 20 global markets.

2006-2011

Enterprise Sales | Product Marketing & Partnerships | Verizon Wireless | Chicago & Midwest Region

- Marketing Strategist and Project Lead for marketing and event programs with annual budget of \$1.5M designed to meet customer acquisition and retention goals for consumer segments.
- Managed brand and influencer partnerships (Samsung, Apple, Motorola, HBO, NFL), media relationships (TV, Radio), and external partners (vendors and agencies) to showcase mobile products through campaigns, events, and unique sponsorships (college ambassador programs, sports, festivals, music tours).

Education

2001-2005

B.S. Marketing | Ohio State University | Columbus

Training

2014

Technical Marketing Bootcamp | Startup Institute | Chicago

Affiliations and Awards

2014-Present

Alumni Board Member | Startup Institute | Chicago

2007-Present

Volunteer & Alumni Board Member | Tutoring Chicago | Chicago

2013

Founder of 2nd Place Winning Team | Startup Weekend | Cincinnati