

SUMMARY

Creative Marketer & PM skilled in guiding projects from concept to execution, aligning teams, and sustaining momentum across disciplines. A foundation in education and art informs a human-centered approach to storytelling, UX strategy, and collaboration. Oversees capability areas including AI, Data, Application Modernization, Enterprise Platforms, and Customer Experience, connecting emerging technologies with business goals to deliver impactful results.

WORK EXPERIENCE

Product Marketing Specialist, Apex Systems

Mar 2025 - Present

- **Product GTM Leadership:** Directed the planning and execution of B2B go-to-market initiatives for IT consulting services, aligning cross-functional teams across capability areas. Served as the strategic lead across 25+ product lifecycles, guiding efforts from initiation through launch, messaging, and sales enablement.
- **Stakeholder Engagement & Strategy:** Collaborated with C-suite leaders and subject matter experts to define messaging and develop tailored sales enablement materials. Ensured alignment across buyer journeys, product positioning, and strategic priorities to support successful launches.
- **Execution & Enablement:** Led delivery of multi-channel B2B marketing programs, translating strategy into action across creative, technical, and business teams. Oversaw execution, optimization, and performance tracking to drive ROI and reinforce brand relevance.

Marketing Manager, Alchemco

Apr 2024 - Mar 2025

- **CRM & Workflow Ownership:** Led end-to-end product management of internal CRM and workflow tools, including HubSpot and Concora. Defined requirements, prioritized enhancements, and rolled out training to drive adoption, streamline marketing operations, and improve team efficiency.
- **Asset & Experience Delivery:** Oversaw development of 100+ branded assets and 15+ SEO-optimized web pages, ensuring alignment with campaign goals and timelines. Project: Led execution of 30' x 60' trade show booth, managing design, vendors, and schedules.
- **Product Launches:** Led go-to-market execution for 50+ digital campaigns, partnering with cross-functional teams to define goals, deploy assets, and optimize performance.

HR & Marketing Recruiter, AWP Safety

May 2023 - May 2024

- **Strategic recruitment:** Designed data-driven hiring strategies and led high-volume, full-cycle recruitment, achieving a 4x higher conversion rate than average.
- **Marketing-driven sourcing:** Collaborated with Marketing leaders to launch multi-channel campaigns using SEO, social media, ads, and content to attract qualified candidates.

Creative Project Manager, San Jose Public Schools

Jun 2020 - Dec 2022

- **Creative Project Oversight:** Led the end-to-end development of visual assets, coordinating design resources, and ensuring alignment with organizational goals.
 - **Strategic Stakeholder Collaboration:** Directed cross-functional initiatives by aligning educators, artists, and community partners around shared program objectives.
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EDUCATION

Bachelor of Arts, Arts Education • *Presidential Scholar*

Cal Poly Humboldt

SKILLS

- Product Lifecycle Management
- Content Program Leadership
- Cross-Functional Team Coordination
- Market Research & Data-Driven Planning
- Stakeholder Alignment
- CRM & Automation Platform Optimization