

SUMMARY

Marketing Professional with 5 years of experience leading cross-functional initiatives from concept through execution. Skilled in managing workflows, developing compelling content, and driving performance across digital channels. A foundation in education and art informs a unique approach, balancing analytical precision with creative vision to deliver impactful results.

WORK EXPERIENCE

Product Marketing Specialist, Apex Systems

Mar 2025 - Present

- Go-to-Market Program Leadership: Directed the planning and execution of B2B go-to-market initiatives for IT consulting services, aligning cross-functional teams around competitive positioning, audience segmentation, and launch timelines to meet strategic business goals.
- Stakeholder Engagement & Content Strategy: Collaborated directly with C-suite leaders and subject matter experts to define market-relevant messaging and oversee the development of high-impact sales enablement materials tailored to client pain points and buyer journeys.
- Campaign Management: Managed the full lifecycle of multi-channel B2B marketing campaigns—including strategy, asset development, deployment, performance tracking, and optimization—driving measurable ROI.

Marketing Specialist, Alchemco

Apr 2024 - Mar 2025

- CRM & Workflow Optimization: Managed and optimized CRM systems (HubSpot, Concora), including rollout of internal training to improve adoption and streamline marketing operations.
- Creative Asset & Web Production: 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.
- Digital Campaign Execution: Launched and managed 50+ digital campaigns, resulting in a 132% increase in social engagement and a measurable rise in inbound leads.

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

- Digital Campaign Management
- Content Program Leadership
- Cross-Functional Team Coordination
- Market Research & Data-Driven Planning
- Project Lifecycle Management
- CRM & Automation Platform Optimization