
SUMMARY

Creative Strategist who drives projects from concept to execution, delivering campaigns that accelerate adoption and generate measurable ROI. Skilled at aligning cross-functional teams and sustaining momentum to achieve on-time, high-impact launches. Grounded in education and art, applying a human-centered approach to storytelling, UX strategy, and collaboration to increase engagement and strengthen customer loyalty. Translates emerging technologies into business outcomes that improve efficiency, expand market reach, and enhance client satisfaction.

WORK EXPERIENCE

Product Marketing Specialist, Apex Systems

Mar 2025 - Present

- **Product GTM Leadership:** Directed growth-focused go-to-market campaigns across 25+ product lifecycles, driving faster adoption and contributing to \$200 million in influenced pipeline revenue.
- **Stakeholder Engagement & Strategy:** Partnered with C-suite leaders and subject matter experts to define messaging and campaign strategy, increasing adoption of sales enablement materials by 75% and improving consistency across buyer journeys.
- **Execution & Enablement:** Played pivotal role in the adoption and implementation of Salesforce Marketing Cloud, leading multi-channel B2B marketing programs across email, paid media, and content. Built and optimized 90+ assets to enable advanced personalization and scalable campaign execution.
- **Performance & Optimization:** Accelerated campaign deployment by reducing launch timelines 60%, while tracking KPIs such as MQL-to-SQL conversion, pipeline contribution, and engagement metrics, increasing ROI on campaigns by 3.5x.

Marketing Manager, Alchemco

Apr 2024 - Mar 2025

- **CRM & Workflow Ownership:** Led end-to-end product management of internal CRM and workflow tools, including HubSpot. Defined requirements and led 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.
-

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