

Summary of Key Competencies

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Professional

SMS Expertise

- 5+ years in the industry
- Onboarding Specialist
- Sales Support & Compliance Coach
- Integrations & Deliverability Strategist
- Customer Success Management

Stakeholder Engagement

- SMB support
- Internal & External onboarding
- Streamlined feedback & data reporting
- CSM for Strategic Accounts

Content & Curriculum Development

- New-hire and new client training
- TEDxSMU [Philanthropy on a Student Salary](#)
- K-5 Education, Project-Based Learning
- Empathetic SMS Marketing philosophy

Personal

Education

- Master's degree in Bilingual Education
- Bilingual English - Spanish
- Competitive Sports Coaching
- Onboarding and Training

Diverse Skills & Life Experiences

- Military upbringing in Germany
- Cultural sensitivity & inclusion
- Member of the LGBT community
- Dedication to service with empathy

My resilience, adaptability, and mantra of inclusivity are so deeply rooted into my personality that they contribute greatly to my unwavering integrity and the ethical approach I have toward interpersonal relationships, the use of technology, and the sharing of knowledge for the betterment of us all.



Proactive

With a belief in mutual success, I view every role as a partnership, always seeking ways to add value.



Resilient

Known to take charge, face the most intricate challenges, and accept demanding proposals.



Empathetic

This core value underpins my approach to work, ensuring understanding and effective collaboration.



Adaptable

My diverse life experiences enhance my capability to navigate evolving industry landscapes effectively.

– SMS Coach – Operations & Compliance Specialist – Stakeholder Success –

– Content & Curriculum Creator –

I am currently an independent SMS Marketing & Compliance consultant with global experience with digital marketing programs (primarily SMS & A2P) with an extensive background in education, curriculum design, and customer success. With over 20 years as an educator and with my wealth of knowledge about the world of SaaS and CPaaS, I bring a unique blend of skills along with my passion for service to others. With a growth mindset, a self-starter attitude, and a pioneer-like personality, I am a natural pioneer with a tendency toward exploring uncharted territory and I lead with an empathy-first, tech-forward perspective that positions me well to tackle challenges and drive growth with or without standardized procedures already in place.

WORK EXPERIENCE

SMS Operations & Compliance Specialist, Klaviyo:

- Streamlined internal SMS education for the sales and customer success teams.
- Collaborated with the product development team to enhance message deliverability rates & compliance standards.

Customer Success Manager – Strategic Accounts, Sinch:

- Managed SMS programs for two of Sinch's five global strategic accounts, both among the largest global enterprises and both in technology.
- Responsible for revolutionizing SMS sales for one of the accounts via compliance training, redesigned SMS application/materials for providing to the end-customers, and improved data reporting.
 - a letter of recommendation from this account is available upon request.

SMS Trainer & Onboarding Specialist, SimpleTexting:

- Onboarded new employees during the exponential growth period due to the COVID-19 pandemic.
- Created an effective new-hire onboarding program leveraging my background in education.

TECHNICAL PROFICIENCY

- Well-versed in US and Canadian messaging programs and legal compliance standards, as well as standards outlined by regulatory agencies like CTIA in the US and CTA in Canada.
- Expertise in Toll-Free, 10DLC, and Short Code messaging programs, as well as 1-way sender IDs with direct experience in the registration and monitoring of programs in over 40 countries.
- Comprehensive knowledge of A2P messaging, including APIs for automation, data storage and analytics standards, and emerging martech (marketing technology) tools like CDPs, AI, and machine learning.

EDUCATION

Master's in Bilingual Education, Southern Methodist University (Dallas, Texas)

- 3.92 cumulative GPA
- 2016 "M Award" recipient, the University's highest honor
- 2015-2016 President, Graduate Council - SMU's Simmons School

* Explore my detailed professional and personal profile here: [LinkedIn](#)