

SUMMARY

Experienced marketing intelligence leader with a strong track record in project leadership and data-driven decision making. Over seven years, I've led teams to analyze complex data sets, uncover trends, and generate insights that drive business growth. My advanced proficiency in data analysis and visualization tools, combined with my leadership skills, make me an ideal candidate to lead your team and implement a comprehensive data strategy.

WORK EXPERIENCE

Cisco Systems, INC. | California, MD

NOV 2021 - PRESENT

Marketing Intelligence Manager | 1 Year 6 Months

- Coordinated the integration of advanced persona cookie tracking into tech stacks, achieving a 55% increase in real-time user behavior visualization accuracy.
- Implemented advanced data modeling techniques resulting in the inclusion of audience, vehicle, and content recommendations for marketing planning, significantly enhancing customer retention and elevating engagement levels by 29% among target accounts.
- Collaborated with campaign, content, and digital leads providing data-driven marketing insights in targeted messaging, enhancing customer experience and contributing to \$4.5 million in marketing sourced pipeline.

Marketing Data Analyst | 9 Months

- Established campaign content reporting protocols, improving analyst productivity by 25% by standardizing dashboards and KPI definitions
- Uncovered data-driven insights and provided lead generation optimization recommendations, increasing conversion rates by 22% for key campaign demand content pages
- Innovated new methodology for maintaining and updating 4,000+ campaign URLs, improving accuracy of reporting across all marketing functions

Going Beyond the Pink | Wilmington, NC

JAN 2021 - MAY 2021

Digital Marketing Consultant | 5 months

- Managed \$50,000 Google Ads grant and launched 5 targeted campaigns resulting in a 15% increase in conversion rates and 10% uplift in click-through rates.
- Led a team of 4 during campaign life cycle, ensuring optimal use of funds and maximum campaign impact
- Conducted educational sessions focused on digital marketing proficiency by conducting workshops for the nonprofit's staff and volunteers, elevating their collective expertise in digital strategies

Black Squirrel Digital | Vacaville, CA

OCT 2017 - NOV 2021Business Owner | 4 Years | *still active through automation*

- Execute innovative organic search and social media tactics, amplifying shop visibility by 40%.
- Orchestrated and directed targeted advertising campaigns, which escalated revenue by a 320%.
- Devised and instituted a distinctive branding framework, ensuring uniformity and instant recognition across all digital and traditional media outlets.

Veterans Resource Center | San Francisco, CA

OCT 2016 - AUG 2017Head of Digital Communications | 10 Months | *CCSF Work Study Program*

- Designed, edited, and sent newsletters to 2,000 Veterans bimonthly, increased clickthrough rate by 30%.
- Organized local events for 5 Veterans' school clubs by creating and managing VRC events with Eventbrite.
- Head liaison in coordinating meetings and appearances with school department heads and guest speakers

United States Air Force | Travis AFB, CA

AUG 2013 - JUL 2016

Air Traffic Controller | 3 Years

- Directed personnel in proper emergency protocol while ensuring the safety of aircraft experiencing in-flight or ground emergencies, averaging the safe recovery of \$90 million in assets and 8 personnel per instance.
- Identified 80 personnel at risk of being non-compliant with deployment protocol leading to the enrollment of personnel in a required training course increasing deployment readiness by 40%.
- Developed a new system of tracking training and centralized other tracking formats decreasing the amount of training timelines busted by 10%.

VOLUNTEER WORK

- Cisco:** Leading DARE Alumni group of over 1,000 women in monthly meetings, coordinated guest speakers, and created engaging and interactive content for meetings resulting in an approval rating of 4.6 out of 5.
- USAF:** Briefed senior officers weekly on upcoming morale events and fundraisers, increasing participation by 30%. Organized 5K glow run for local battered women's shelter which raised over \$2500 to be donated and included 300 participants and 30 volunteers.

SKILLS

Leadership: Team Building, Engagement Activities, Data Culture Initiatives, Stakeholder Alignment and buy-in

Communication: Presentations, Insights reports, Easy-to-follow explainer decks for new models and data architecture

Innovation: Business process gap analysis and solutions, adaptor of GAI for workflow efficiency

TECHNOLOGIES

Programming Languages: SQL, Python, R, Basic HTML

Visualization: Tableau, DOMO, PowerBI, SuperSet, Seaborn, Matplotlib, Looker

Project Management: Asana, SmartSheets, Miro, Slido

Web Analytics: Adobe Analytics, Google Analytics, ContentSquare

DevOps: BitBucket, GitHub, VSCode, Snowflake, MySQL

GenAI: ChatGPT, Microsoft Copilot, Adobe GenAI

Creatives: Photoshop, Illustrator, Canva, Grammarly

Run the Business: Microsoft Office Suite, Webex, Zoom

EDUCATION

Master of Science in**Business Analytics**Golden Gate University
San Francisco, CA**Bachelor of Science in****Business Administration**Marketing - Magna Cum Laude
San Francisco State University
San Francisco, CA

AWARDS

TEAM AWARD

Cisco | FY23 Q2 SPOCIA All Hands

CLOSED LOOP AWARD

Cisco | FY22 GAIA April Town Hall

ACHIEVEMENT MEDAL

United States Air Force | 2016