



**a design-minded marketer that uses the balance between big-picture vision & scalable digital strategy to create seamless experiences that drive revenue.**

## education

### **Bachelor of Fine Arts, Web Design & Interactive Media**

The Art Institute of Tampa  
2007-2013

### **Specialized Diploma Program, Web Design**

Marchman Technical College  
2005-2007

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## current certifications

### **Google Ads Academy**

- Google Ads - Search
- Google Ads - Measurement
- Google Fundamentals of Digital Marketing

### **Sprinklr CXM Expert Demandbase ABM Expert**

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## qualifications & skill areas

Account Based Marketing  
Paid Media Marketing  
Marketing Program Management  
Social Ads / Display / Media  
SEO/SEM Best Practices  
Conversion Best Practices  
Google Analytics  
Google Adwords Certified  
CX / UX / PX Management  
Salesforce.com / CRM  
Pardot / Marketo / Hubspot +  
Adobe Creative Cloud  
Microsoft Vizio / LucidChart  
Business Process Analysis  
Experience / Journey Modeling  
Responsive Web Design  
WordPress & Other CMS  
Marketing Data Platforms / Clearbit

## work experience

### **Sprinklr - Paid Social Manager, Performance Marketing**

Apr 2021 - Present; Reporting to: Head of Performance Marketing

- Own +\$5MM paid social budget and revenue targets and performance results
- In-house expert on all paid social channels, (LinkedIn, Facebook, and Twitter)
- Develop and execute paid social strategies to achieve revenue commitments
- Maintain & optimize campaign intake, development, launch and reporting processes
- Monitor performance & make daily adjustments to paid campaigns
- Proactively identify opportunities/concerns/solutions to ensure success
- Manage paid social agency relationships
- Collaborate with internal and external team support to expedite production
- Train and develop junior team to support campaign development and reporting

### **Sprinklr - Manager, Marketing Operations (Spend Management)**

Feb 2020 - Apr 2021; Reporting to: VP Marketing Operations & Strategy

- Management of over \$10MM in vendor contract onboarding
- Manage, train and develop junior team to support spend management
- Led integrations for critical martech projects (ABM, Attribution, Live Chat)
- Ownership of procurement & onboarding process for marketing vendors
- Timely invoice reconciliation with Finance department
- Collaboration with Legal, Finance, Security departments to ensure success

### **Sprinklr - Manager, Marketing Operations (Experience Design)**

Jun 2018 - Feb 2020; Reporting to: VP Marketing Operations & Strategy

- Internal business process and UX analysis of marketing flows
- Develop new business requirement document (BRD) formats
- Collate and publish internal best practice playbooks, visual process models
- Ownership of internal CMS migration for Marketing team
- Train and develop junior team to support Documentation Services

### **Sprinklr - Digital Advertising Manager, Demand Generation**

Jan 2016 - Jun 2018; Reporting to: Associate Director of Digital Strategies

- Leading paid production strategy across social, search and syndication
- Manage paid media agency relationships
- Creative production for over \$1MM in combined spend
- Conversion and messaging optimization, personalized ABM landing page creation
- Research and analyze competitor advertising links and targeting strategies
- Track, analyze, measure and report performance against KPIs

### **Sprinklr - Digital Manager, Demand Generation**

Aug 2015 - Jan 2016; Reporting to: Senior Digital Strategies Manager

- Leading strategy for Sprinklr.com development
- Ownership of supplemental SEO and Email workflows
- Conversion rate analysis & messaging optimization
- Launch paid social advertising efforts on Facebook, LinkedIn and Twitter
- Ongoing keyword discovery, expansion and optimization

### **Sprinklr - Digital Strategist, Demand Generation**

Dec 2014 - Aug 2015; Reporting to: Senior Digital Strategies Manager

### **LEVO Health - UI/UX Designer & Salesforce Administrator**

Mar 2014 - Dec 2014; Reporting to: Chief Executive Officer