

Nearly 15 years of experience across brand, product, and business marketing. From creative advertising agencies to Big Tech, I've partnered with global sales teams, rosters of agencies, and developer-led startups. I love getting to the core of a company's purpose and formulating a plan that uses cross-functional brand principles to achieve ambitious goals. My lifelong passion for competitive athletics has fueled my attraction to fast-moving, highly-collaborative teams that are on the edge of what's possible. In 2019, I left Facebook to grow sports participation in San Francisco as a coach and organizer, while taking on project-based consulting work.

EXPERIENCE

BRAND STRATEGY CONSULTING

I'm working most often with large blue-chip brands through TwentyFirstCenturyBrand* and smaller startups at inflection points through Black Wren Studio.** Gaps in employment usually indicate periods where I was focused on coaching athletics or volunteering my skills.

Chime*

Jan 2023 – Jun 2023

Articulated an evolved 'brand blueprint,' leading custom qualitative research and partnering with CMO and head of Corporate Affairs to redefine the FinTech innovator's new brand purpose and supporting attributes.

SV Angel*

Jun 2022 – Dec 2022

Reimagined the world-renowned venture capital firm's positioning and communications philosophy to align with future ambitions and support relaunched external website.

GoodRx**

Mar 2022 – Aug 2022

Partnered with in-house brand strategy team to activate new customer segmentation study and design an internal culture change project in collaboration with executive team and HR.

Sealed**

Dec 2021 – Feb 2022

Conducted a comprehensive brand audit and qualitative consumer research for climate tech startup as they expand their pay-for-performance home energy financing model nationally.

Opendoor*

Sep 2021 – Mar 2022

Developed new 'brand blueprint,' working with the CEO and executive team to articulate and refine internal positioning language, customer persona, and product growth opportunities.

Peloton*

Oct 2021 – Mar 2022

Helped create new brand playbook to live alongside internal brand documentation, specifically designing a repeatable workshop for cross-functional, brand-centric idea generation.

Better Place Forests**

Dec 2021 – Apr 2021

Facilitated exploratory brand planning workshops with executive and marketing teams to identify opportunities at the intersection of land conservation and end-of-life planning.

NetApp

May 2021 – Jul 2021

Facilitated the collaboration of Marketing & HR to create a global employee engagement campaign. (Contract at Prophet)

DISQO**

Jan 2021 – Mar 2021

Delivered new master brand strategy and visual identity guidelines to the MarTech startup ahead of fundraising round.

Ranch Rider Spirits Co.**

Dec 2020 – Feb 2021

Developed new brand positioning for canned cocktail startup with ambitious retail and ecommerce expansion plans.

The Many

Jun 2020 – Oct 2020

Led insights-based repositioning efforts for startups Caroo (fka SnackNation) and OpenFit (now BODi).

Verizon

Nov 2019 – Jan 2020

Conducted 1:1 and small group shop-a-longs for retailer to better understand purchase behavior for new store format.

FACEBOOK

For more than five years, I defined never-been-done-before roles across business, product, and consumer marketing. It was both thrilling and exhausting to collaborate with global teams on mission-critical initiatives. I consider this chapter my on-the-job MBA.

Brand Strategist, Facebook App

Aug 2018 – Jul 2019

Defined the brand positioning for the Facebook App and the resulting messaging strategies for key features like Groups, Marketplace and Watch.

Worked across product marketing teams to integrate brand thinking into all campaign activities as a new function within the Integrated Marketing team.

Global Product Marketing Communications, Messaging

Sep 2016 – Aug 2018

First Global Business Marketing hire dedicated to Messenger, and eventually overseeing WhatsApp as well.

Managed B2B global product marketing for Messenger & WhatsApp—marketing ops, outbound, and sales enablement. Focused on educating marketing and media professionals to drive product adoption for Messenger's business solutions. Partnered closely with WhatsApp product team to launch first business products, including API and small business app.

Global Vertical Marketing Manager, Gaming

Mar 2014 – Sep 2016

Collaborated with global executive leadership across sales, partnerships, and product marketing to drive revenue and product adoption.

Built sales materials, digital campaigns, and event marketing for Facebook and Instagram products.

Instituted global planning process across three regions to achieve messaging alignment and budget efficiencies.

CREATIVE ADVERTISING AGENCIES

Fresh out of my Master's in Creative Brand Management, I jumped into Strategy/Planning head first, working at two of the top advertising agencies in the country. My accounts ranged from middle-America bargain retail, to luxury automotive and more.

Venables Bell & Partners, Senior Strategist

Jul 2011 – Nov 2013

Developed creative briefs and tracked consumer trends for brands like Audi, Intel, and ConocoPhillips.

Conducted research and client workshops to design new customer experiences for car dealerships and gas stations.

Partnered with client-side insights teams to manage primary research and analyze secondary datasets.

The Martin Agency, Strategist

Jun 2010 – Jun 2011

Traveled to communities across the U.S. to surface insights about the real, changing lives of Walmart customers.

Collaborated with a large roster of agencies to develop integrated retail campaigns for traffic-driving moments.

Analyzed grocery segmentation study to bring data to life for Walmart's marketers and merchandisers.

COMMUNITY

VIRGINIA COMMONWEALTH UNIVERSITY | Adjunct Professor

Aug 2022 – Dec 2022

Taught a first-of-its-kind undergraduate course—Athletes As Brands—designed for student athletes navigating NCAA's Name, Image, and Likeness Regulations.

UNIVERSITY HIGH SCHOOL | Head Coach, JV Field Hockey

Aug 2022 – Present

Top program in Marin County Athletic League, teaching novice athletes and growing them into elite competitors.

USA FIELD HOCKEY | California State Chapter President

Apr 2020 – Feb 2022

Led the founding of state chapter pilot program after serving on the National Regionalization Committee from Jul '19-Jan '20. Conducted two annual surveys, established a volunteer database, and launched broad comms channels.

NORTHERN CA FIELD HOCKEY ASSOCIATION | Marketing Chair

Apr 2018 – Feb 2022

Managed ongoing communication to league members through email, social media, and website. To grow participation, rebuilt www.ncfha.org to act as a content hub for all age groups and attract adult women sign ups through better SEO.

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY, BRANDCENTER

M.S. Advertising, Brand Management

Aug 2008 – May 2010

Capstone project supporting the launch of espnW; internship with American Red Cross corporate diversity department

UNIVERSITY OF MARYLAND, COLLEGE PARK

B.A. Studio Art; B.S. Marketing

Aug 2004 – May 2008

Magna Cum Laude; 2x NCAA national champion–varsity field hockey