

Experience

Feb 2019 - Present

Prowess Project – Austin, TX

CEO & Founder

- Founded, Prowess Project, a profitable training, job & networking platform for women returning to work after a pause, achieving average revenue growth of 40% month over month
- Oversaw algorithm build matching candidates to jobs based on skill, experience and 30 emotional intelligence factors
- Developed a 16-hour certification for women returning to work and certified 20 women in first year with a waitlist of 30+
- Spearheaded quarterly male ally panel serving as a safe space to speak on gender equality attracting 40+ attendees each
- Secured media placements on Forbes.com, Silicon Hills publication, SXSW 2020 lineup and 4 others
- Graduated from two accelerator programs, Founder's Institute (20% graduation rate) and Austin Impact Accelerator (50% graduation rate)
- Closed first venture capitalist firm, Loyal VC, for initial investment and potential follow-on
- Nominated for Austin Chamber awards: Austin A-List and Greater Austin Business Awards

July 2016 – Dec 2018

A10 Partners – Austin, TX

Partner

- Formed marketing consultancy, A10 Partners, achieving \$900,000 in revenue in two years
- Owned and executed marketing plan including demand generation, brand awareness, content creation, digital strategy and events for tech hardware client's converged infrastructure solution resulting in \$1.33B annual revenue
- Developed marketing strategy for a mental health awareness foundation as well as an execution plan for their annual event in Austin, TX and 24-hour global live stream with 50-100K viewers expected
- Established retail tech client's company message, value proposition, pitch deck and sales collateral for five audiences including prospects, partners and investors
- Served as integral part in retail tech client's brand building, in particular establishing brand guidelines, social media and social selling strategy, and demand generation campaign foundation
- Built retail tech client's customer relationship management approach, processes and tool

Mar 2015 – Oct 2016

SanDisk, Inc. – Austin, TX

Global Field Marketing Manager

- Reestablished SanDisk's tone to IT community through outbound campaigns including 10+ concurrent on and offline events, email, video, and social network involvement which exceeded goals by 50+%
- Delivered SanDisk's first Customer Advisory Council resulting in \$26 million in pipeline influence
- Initiated the Marketo strategy and reorganization for 3 business units worldwide, while helping develop the email marketing plan, process, and delivery
- Functioned as feedback loop between 3 sales teams and business unit marketing, and regularly advised each group on marketing program learnings
- Supported and served as point-of-contact for EMEA and APJ field marketing teams by sharing best practices established in North America and localized for each region

Feb 2013 – Nov 2014

Spiceworks, Inc. – London, ENG

Marketing Communications Specialist

- Managed, constructed and promoted demand generation campaigns for UK market with annual revenue quota of \$5.7M+ while staying under annual UK marketing budget of \$100,000
- Orchestrated branding, promotions, logistics and budget for 3 annual user conferences in London for 250 IT pros and 100+ tech marketers generating a collective of \$6 million in potential business
- Oversaw and trained EMEA marketing team on all events, campaign development, and branding
- Presented, moderated and participated in marketer networking events and focus groups
- Analyzed Salesforce data to construct account-based marketing campaigns and help to increase UK pipeline for first time and repeat customers based on annual goals
- Supported UK team with sales enablement tools and strategies to connect tech vendors with IT buyers via 40+ products including research, media, event, and sponsorship

Apr 2009 – Feb 2013

Spiceworks, Inc. – Austin, TX

Marketing Communications Specialist

- Spearheaded tech marketer training including branding, promotions, logistics and content at Spiceworks user conference in 2010, growing the attendance 50% each year following
- Pioneered focus group roadshow where IT vendors get insight on IT purchasing process and preferred media in US and UK resulting in \$160,000 in revenue
- Undertook branding, execution and logistics of 10+ tradeshow sponsorships for IT pro audience

Education

The University of Texas at Austin (May 2009 Graduate)

B.S., Public Relations, Business Foundations Certificate

Florence University of the Arts – Florence, Italy (Summer 2008)

International Exchange Program (Photojournalism & Communications courses)

Relevant Skills

Computer Applications: MS Office, Asana, Marketo, HubSpot, Box, Dropbox, Salesforce