

Global Marketing / Technical / Design / Project Manager

Startups — High Tech — Medical — Logistics

Diverse skillset enabling companies to drive results and solutions with creative marketing initiatives

Results-oriented, high impact team manager with international experience offering a unique and broad skillset of successful project management, global marketing, marketing communications, website usability and thorough understanding of various technologies.

Passionate about team collaboration and empowerment while recognizing the business requirements for obtaining results. Recognized as the intersection between multiple teams/disciplines and effectively managing expectations and deadlines through proactive and constant communication. Successful track record of implementing projects, marketing initiatives and solutions that have increased customer acquisition, customer retention and brand recognition/awareness.

Direct experience with building and managing a team of resources for executing product specifications ranging from design, usability, global marketing communications and events. Exceptional track record of managing to deadlines and milestones, and fostering effective communication and project management.

- Creative Thinker / Innovative Problem Solver
- Strong Relationship Building
- Social Media / Marketing Calendar Planning
- Fluent Japanese, Basic Spanish, Mandarin
- International Experience, globally minded
- Technical Athlete / Project Management
- AGILE Methodology/SCRUM/ TRAC, SVN
- (X)HTML/CSS/PHP/SMARTY/XSLT Familiarity
- CMS Systems Implementation/Configuration
- Usability, User Experience, Split Testing

Peek... Director of Ecommerce & Marketing

San Francisco, California NOV 2009 — Jan 2011

Identified pain points in current processes and created a plan to enhance user experience while increasing conversions. Worked directly with vendors and identified new partners for accomplishing site improvements. Leveraged marketing expertise to align all marketing communication activities while planning marketing calendar, Social Media initiatives, blogging, and local/national initiatives for the Peek brand. Managed writers, photographers, and processes internally to ensure timely delivery of all product logistics for deployment online. Site enhancements, project management, and creative marketing techniques contributed to the overall impact of increasing monthly revenue from 80-120% compared to LY.

Inflection Senior Marketing Specialist

Palo Alto, California SEP 2007 — NOV 2009

Joined as employee #8 as Lead designer/marketer of web applications being used by over 10M unique visitors a month. Played an integral part of developing processes, standards, and hiring road-map for the company. Successfully managed the Creative Team by objectives and metrics that provided the company significant wins allowing growth opportunities company-wide. Planned timelines and deliverables for developing, managing and identifying opportunities for communication efforts to unveil the company out of stealth mode while aligning a portfolio of brands, internal teams and other stakeholders to the company vision.

Processes & Standardization Driving Company Growth

Hiring & Building A Team — Lead the sourcing and job allocations of the Creative Team. Onboarded new designers quickly by developing standardized processes and frameworks for successful implementation and deployments of projects. Managed the in-house team including offshore design resources.

Training of New Team Members — Trained all new Product Managers, Project Managers, Designers, and QA for improved understanding our complex technology, products, and company background. Continued to function at the intersection of Engineering, Product and Design teams to facilitate the necessary communication required for successful deployments.

Standardized Processes / Project Management — Created complex processes enabling designers to implement 'light engineering' solutions that are trackable and accessible to all team members by a numbering system that connects reporting, source code, and TRAC Bug Management. Strategically standardized various technology naming conventions driving increased recognition, trackability, and reporting.

Measurable and Meaningful Results

Split Testing — Assisted with the specifications and requirements of our in-house split testing technology. Worked closely with the engineers to deliver a comprehensive solution to tackling our open-ended opportunity for revenue generation. Conducted over 50 split tests during 3-months to provide senior management with valuable merchandising, usability, user experience, and consumer insight of our products resulting in implementing over 20 new controls improving various aspects of the sales funnel from increasing conversions over 15% to reducing the amount of chargebacks. **Market Segmentation / Customer Retention** — Created the framework of our traffic funneling strategy that allows complete market segmentation for increased targeting of online marketing campaigns. Organized over 65 different traffic funnels across five properties that enabled lower customer acquisition prices and increased profit margins per customer. Analyzed user navigation flows for opportunities of increased usability and user experience. Customer retention consistently improved through testing and implementation of ideas resulting in increased number of annual subscription services.

Project Management — Executed resource allocation, communication, proactive ‘calibration’ of expectations of timelines and all aspects of the development cycle for product releases, deployments, and hotfixes. Worked closely with engineers, designers, product managers and QA to effectively prioritize product requirements to the overall business objectives through timely implementation and innovative solutions and work-arounds.

Corporate & Brand Marketing

Rebrand / Unveil — Participated in the ideation with senior management to determine vision, voice and mission of the company as it emerges from stealth and shifts to a broader market. Created the timelines and plans for the rebrand of all touchpoints that require action for a successful launch.

New Branch Office — Managed all aspects of the brand consistency in signage, messaging, and culture building of the new Customer Service Support in Omaha, NE. Worked with local vendors and executed all projects for successful and on-time launch in Dec 2008.

Ellex Marketing Communications Specialist

San Francisco, California NOV 2006 — SEP 2007

Managed the integrity of a premier brand by coordinating global efforts among sales and marketing teams in Australia, Japan, and France. Spearheaded strategies and execution of marketing collateral, corporate websites, corporate events, and tradeshows.

Corporate & Brand Marketing

brand.ellex.com — Directed initiatives to provide global key stakeholders the tools to drive brand consistency to international customers, including the creation of brand.ellex.com, a resource portal for aligning marketing programs globally. Onboarded all Distributors within 30 days of site launch.

Corporate / Local Market / Global Tradeshow Events — Managed all vendors, logistics, budgets, in-booth activities, contracts of speakers, direct mails, e-communication efforts, production of event graphics, global symposiums, and corporate functions maintaining an impeccable consistency in all touchpoints of the Ellex brand.

ellex.com — Managed all Ellex customer facing websites—implemented and analyzed site statistics to provide evidential support for proposed site modifications to improve usability, content hierarchy, and navigational strategies to increase overall website traffic.

APL Logistics Marketing Communications Specialist

Oakland, California JUL 2002 — MAY 2005

Management Trainee Program — Completed the global management trainee program with immersion in various business units and training seminars.

Master of Business University of Sydney
Marketing Strategy and International Business

Bachelor of Arts University of Tennessee
Japanese Language and World Business
3.81/4.0 Summa Cum Laude Honors
11 month Study Abroad at ICU Tokyo, Japan

Bachelor of Science University of Tennessee
Business Administration; Concentration Supply Chain Management
3.81/4.0 Summa Cum Laude Honors
Summer Internship with the Foreign Trade Division and Supply Chain Department at Nestle USA Headquarters

Contracting Engagements

Trilibis Mobile **Web Design**
Peek...Aren't You Curious **EComm, Brand, MarCom**
Apple Computer **Marketing**
Bank of America **Translation**
Coca Cola **Marketing**
Tennessee Valley Authority **Translation**
YOUnite Inc **Brand, Web Design**

Other Successful Personal Projects

Storefront Social LLC Facebook Application (Jan 2011)
SushiGuru iPhone Application
Globetrotter Images Photography Publication
Globetrotter Journeys Blog of Journeys in 28 Countries