

My superpower is seeing something that isn't there yet.

I love finding simple solutions to complex problems, unlocking team talent, aligning goals with resources, and creating value.

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SKILLS

- Strategic Planning
- Dynamic Communication
- Distilling Analytics into Action
- Cross Team Collaboration
- P&L Management
- Team Scaling and Development

TOOLS

- eCom: Shopify Plus, Amazon
- CRM/ESP: HubSpot, Salesforce, Klaviyo, MailChimp
- CX: Hubspot, Zendesk, Gorgias
- Google Analytics, Google Ads, Meta Business, Stamped, Bazaarvoice, Word Press, Moz, Basecamp, Hotjar, CrazyEgg, Semrush

EDUCATION

Illinois State University

BS: **Public Relations** Minor: **Business**

NEGOCIA University • Paris, France

Courses in Global Branding, International Marketing, and International Business

PASSION PROJECTS

Broken Restored Redeemed

Fundraising and volunteering to serve families experiencing homelessness.

Home Street Home

Directly served and raised support for Nashville's homeless residents.

IMAGINE

Event and volunteer management for a Christmas program serving 51 families.

Love Come Down

Managed 200+ volunteers for a project serving 500+ low income families.

Extreme School Makeover

Procured donations to maximize a \$300,000 investment in 2 local schools.



MARKETING LEADERSHIP • PERFORMANCE MARKETING •
CONVERSION RATE OPTIMIZER • LEAD GENERATOR •
STEWARD OF ENGAGEMENT AND RETENTION

DIRECTOR OF MARKETING • Chandy Group

2024

A boutique marketing and events agency amplifying the voices of woman authors and speakers.

- Led marketing strategy for clients with 1.5M - 3M social followers to promote brand partnerships, eCourses, a podcast, subscription programs, speaker booking, branded merch, and events
- Marketed a 7-stop tour resulting in 20K tickets sold, a 5K+ person virtual event, and the author earning NYT Best Seller status
- Implemented a MarTech strategy with annual \$45K savings; consolidated payment capture and content access; and improved data insights
- Examined all revenue P&Ls, resulting in a labor study, staffing strategy, and SOPs to support the agency's plans to scale

SR. DIRECTOR OF MARKETING • Thistle Farms

2019 - 2023

A Nashville-based, global nonprofit social enterprise serving women survivors of exploitation.

41% Online Growth	3.8% Conversion	\$85 (+35%) AOV	1:3 Repeat Customers
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- Supported 2x revenue growth over 4 years
- Steward of 4 websites, including 2 eCommerce sites on Shopify Plus
- Improved eCom conversion by 37% through merchandising, assets, page optimization, and A/B testing
- Managed portfolio of 100 evergreen and ~400 seasonal SKUs
- Increased return customer rate from 1:4 to 1:3 through segmentation, personalization, and nurture campaigns
- Led rebrand, including packaging for 95 SKUs – improved revenue +25-66% per product
- Launched Customer Focus Group for rebrand, messaging, and new products
- Enabled B2B sales team through product training, campaigns, and collateral
- Supported marketing for founder, Becca Stevens, including a book launch
- Scaled the marketing team from 4 to 9

DIRECTOR OF MARKETING + eCOMMERCE • DELK

2017 - 2019

DELK distributes 6 brands, including a product that holds QVC's "Single Sales Day" record. I held 2 roles during my 3 year tenure.

966% Year 1 Growth	6% Conversion	\$55 AOV	17% Product Review Rate
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- Marketed 1 hero brand, 1 new brand and 3 white label brands with ~100 SKUs
- Managed \$1M budget, including advertising, influencers, events, PR, assets and agencies – achieved 1:8 ROAS
- Launched DTC eCommerce through 3 sites and Amazon – \$2.8M annual revenue within 3 years, while supporting \$20M through Target, Walmart, and Costco
- Conducted influencer campaign resulting in a viral post with 7.4M views in 5 days that assisted in exceeding our annual revenue goal by +38%
- Oversaw CX and decreased tickets by 65% through analytic insights
- Scaled the marketing team from 1 (myself) to 6 positions

MARKETING MANAGER, DIGITAL • HealthStream

2015 - 2017

Advancing healthcare through innovative education and services.

- Operated A/B tests resulting in +220% leads and -65% site-search
- Launched social strategy resulting in +300% engagement and +34% followers
- Managed \$250,000 budget for SEO, SEM, PPC and asset management

MARKETING MANAGER • H. D. Smith

2009 - 2015

Serving independent pharmacies with pharmaceutical distribution and marketing programs. I held 4 roles during my 6-year tenure.

- Managed portfolio of 5 programs with \$1M annual revenue
- Created "ePresence," a turnkey website, eCommerce, prescription refill, social and email marketing program – a \$220,000 investment
- Implemented a national campaign that generated 400+ sales-qualified B2B leads in the first 90 days
- Coordinated a 300-attendee, 4-day conference with a \$1M budget