

Summary

Everything we create returns to the earth as food or poison. Let's make food.

I'm a people-first, strategically-minded, user engagement and retention strategist. I'm passionate about the intersection of product development and marketing as they contribute to overall user experience. I enjoy leading global, cross-functional teams that touch every step of the user journey in order to drive product adoption and targeted consumer behavior.

I thrive in autonomous and collaborative environments, have a strong track record of building teams (locally and remotely), and am comfortable communicating in all forms at all levels of an organization. I'm not afraid to dive into the weeds or step back and advise, coaching others to success. I value cross-functional collaboration, documentation, and data driven decision making tempered with an understanding of human behavior.

I have proven experience delivering measurable results in the following areas: community building, marketing (growth, social, event, partner, and content), user research, product/feature development, and program management.

Experience

Storied Goods, LLC

Customer Experience & Retention Consultant // Fractional CMO

August 2019 - Present (4 years 9 months)

New York, United States

Outcome-focused consultant for tech startups. Fractional CMO specializing in improving user engagement and retention via product, marketing, and community strategies.

Ma-Yi Theater Company

Member Board of Directors

August 2017 - Present (6 years 9 months)

Greater New York City Area

Founded in 1989, the Ma-Yi Theater Company is a Drama Desk and Obie Award-winning 501(3)(c) organization whose primary mission is to develop and produce new and innovative plays by Asian American writers. Ma-Yi has distinguished itself as one of the country's leading incubators of new work shaping the national discourse about what it means to be Asian American today. It is also home to the Ma-Yi Writers Lab, the largest resident company of Asian-American playwrights ever assembled.

Remento

Head of Community and Storytelling

February 2022 - February 2023 (1 year 1 month)

Los Angeles, California, United States

Key member of the founding team responsible for developing and launching the company and an iOS app. Managed all programs related to the user lifecycle (acquisition, support, engagement, research).

Bazaarvoice

Director of Community Marketing, Influenster

September 2019 - October 2021 (2 years 2 months)

Greater New York City Area

Grew and maximized the value of the global Influenster community through marketing, scaled community programs, UGC output, and improved product experiences.

Google

Senior Program Manager

January 2012 - September 2019 (7 years 9 months)

Greater New York City Area

Cross-functional community-focused leader who brought user-centric insights to product and feature development across a suite of Alphabet and Google products. This includes serving as an internal consultant for various teams and launching an internal community-focused ERG, providing career development, mentoring, and continuing education opportunities across Alphabet brands.

Self-employed

Digital Marketing and Strategy Consultant

January 2010 - January 2012 (2 years 1 month)

Provided expert strategy, management, and content creation in the areas of social media, copywriting, SEO, video production, mobile app development and community management.

Developed and created cross-platform social media strategies and grew customer engagement through content management for clients across industries. Conceptualized and created optimized content for email campaigns and websites. Educated sub-clients and in-house staff on social media best practices, and through regular blogging.

The Mascot Organization

Brand Ambassador

October 2004 - January 2012 (7 years 4 months)

Captico, LLC

Digital Media and Product Manager

February 2010 - August 2011 (1 year 7 months)

Severna Park, MD

Managed the development and design of an online education platform for first responders on behalf of The Department of Homeland Security, in coordination with Purdue University. Developed and executed social marketing strategies for company and clients. Educated clients and in-house teams on social marketing value and best practices, including hosting lead-generating workshops. Participated in industry and thought leadership activity on behalf of the company. Produced, shot, and edited videos (corporate, promotional, live events, interviews). Researched and wrote documents and blog articles to support company needs and mission.

Anerian, LLC

Digital Media Producer

November 2008 - February 2010 (1 year 4 months)

Washington D.C. Metro Area

Managed projects, researched and wrote documents, and assisted on government proposals. Produced, shot, and edited videos (corporate, promotional, live events, interviews). Launched and managed company's website and social presence, and served as a consultant to clients for digital media needs.

FilmRunner.Net

Co-Founder and Community Manager

October 2006 - November 2008 (2 years 2 months)

Co-created and designed a distribution website for the independent film community. Maintained and created content while acting as a web administrator and moderator. Promoted the site, services, and recruited new members online and through events.

Creative Edge Studios, Inc.

Production Supervisor

September 2004 - November 2008 (4 years 3 months)

Sterling, VA

Shot (video and still photography) and produced live events, corporate videos, TV commercials, and promotional videos. Managed offices, staff, equipment, vendors, supplies, finances/budgets, schedules, and projects. Acted as liaison and primary contact for clients. Prepared contracts, proposals, and government bids. Created and launched marketing campaigns. Managed travel arrangements for staff and talent.

Education

Virginia Polytechnic Institute and State University

Bachelor of Arts - BA, Mass Communication/Media Studies · (September 2000 - May 2004)

University of California, Berkeley, Haas School of Business

Product Management Certificate Program · (2014 - 2014)