

SUMMARY

Driving measurable growth and innovation, I've generated \$2.8M in e-commerce revenue and led high-impact campaigns for major brands. Specializing in turning insights into action, I lead cross-functional teams to exceed retention and revenue goals across retail, F&B, and lifestyle sectors. Certified in Google Analytics and Meta Blueprint, with a proven ability to leverage behavioral insights for impactful strategies.

EXPERIENCE

Havas, **Digital Media Strategist**, Mar. 2023-Present

- Lead social strategy for 2 CPG brands with combined quarterly media budget of \$300K
 - Manage team of 2 content creators, delivering over 60 assets monthly across platforms
 - Increased average engagement rates by 12.4% through enhanced targeting and A/B testing
- Drive performance through integrated paid and organic campaigns
 - Generated \$320K in direct social commerce revenue in H2 2024

R/GA, **Marketing Associate**, Jun. 2021-Feb. 2023

- Managed paid social campaigns for major sportswear brand across Meta, TikTok, and Twitter
 - Developed social-first campaign generating 5.2M impressions and 8.3% engagement rate
 - Increased Instagram follower growth rate by 18% through content optimization
- Led social strategy for two major product launches with \$250K quarterly budget
 - Reached 3.5M unique users while achieving 22% above benchmark engagement

VaynerMedia, **Digital Media Resident**, Jun. 2020-Aug. 2021

- Supported social strategy across 2 CPG brands with \$30K monthly paid media budget
 - Created monthly content calendars delivering 45+ pieces of social content
 - Achieved 22% below benchmark CPM through systematic creative testing

EDUCATION

- **Bachelor of Science, Business Administration**, State University at Albany Jun. 2015
 - Concentration: Marketing

CERTIFICATIONS

- **Coursera, Google Analytics Certification**, Sept. 2023
- **Meta, Blueprint Certification**, Nov. 2022
- **CXL Institute, Psychology for Digital Marketers**, May. 2021

PROGRAMS

- Audience Behavior Analysis
- Paid Media Optimization
- Social Media Strategy & Innovation
- Campaign Strategy & Analytics
- Team Leadership & Development
- Community Management & Crisis Response

Analytical Tools

- SEMrush
- Google Analytics
- Hotjar
- Google Ads
- HubSpot
- Hootsuite

Design & Content Tools

- Canva
- Adobe Creative Suite
- Grammarly
- Mailchimp
- WordPress
- Shopify

RECOGNITION & AWARDS

- **Social Commerce Excellence, Havas, Apr. 2024**
Awarded for generating \$320K revenue and achieving a 12.4% engagement rate lift through targeted strategies.
- **Quarterly MVP Program, R/GA, Nov. 2022**
Recognized for developing a crisis framework that reduced client response times by 53%.
- **Rising Talent Award, VaynerMedia, May. 2020**
Acknowledged for exceeding campaign KPIs by 137% through strategic content innovation.