

DIRECTOR OF CLIENT SERVICE | STRATEGIC GROWTH PARTNER | CULTURE CATALYST

Strategic operator and trusted advisor to the C-suite, with a proven track record of driving growth across marketing, client service, project management, and business operations. I bring a multi-faceted background leading cross-functional teams, developing go-to-market strategies, and managing global client portfolios. Grounded in business acumen, creativity, and execution, I thrive in high-stakes environments—whether launching new services or delivering consistent results across Fortune 500 brands and startups.

CAREER HIGHLIGHTS

- Built AI-ready CRM systems that improved conversion tracking and accelerated GTM strategy.
- Launched a \$1.5M service solution, boosting client retention and positioning agency as a strategic partner.
- Cut onboarding time by 40% with user-centered frameworks that accelerated product adoption.
- Directed cross-functional teams for global brands like Meta, Mars, and Goldman Sachs.
- Operationalized C-suite strategies into scalable platforms, increasing execution speed and clarity.

CORE COMPETENCIES

- Strategic Product Roadmapping
- Cross-Functional Team Leadership
- Customer Insights & Journey Mapping
- Behavioral-Driven Design
- CRM/Platform Integration
- Business Model Innovation
- Enterprise Stakeholder Management
- Go-To-Market Strategy
- Agile Product Delivery

PROFESSIONAL EXPERIENCE

SS Consulting — Founder / Strategic Consultant (2017 – Present)

Strategic Consultant – People & Culture, Operations, and Business Transformation

Led transformation and product strategy engagements for clients across SaaS, digital health, and enterprise services.

- Developed customer intelligence tools and CRM automations to support scalable pipeline growth.
- Translated complex client challenges into product frameworks and MVPs that drove measurable ROI.
- Partnered with C-level executives to optimize operational design and platform effectiveness.

Talkiatry | Marketing Operations Consultant | Remote

Led marketing initiatives for a rapidly growing digital mental health company, optimizing processes and improving conversion rates.

- Designed and deployed AI-integrated CRM architecture using HubSpot, improving data fidelity and revenue attribution.
- Standardized product onboarding and internal training, shortening ramp time and increasing cross-functional clarity.
- Enabled new market entry through strategic vendor activation.

Barefoot [MARS] Client Partner, Director | Remote | 2019 – 2021

Managed strategic marketing efforts and operational execution for eight brands within the Mars portfolio.

- Led GTM and product enablement across \$12 client portfolio.
- Collaborated with cross-functional teams to design CX initiatives that improved retention by 25%.
- High-Performing Teams: Mentored and developed marketing professionals, fostering leadership and innovation.

MKTG [Meta] Group Account Director | New York, NY | 2017 – 2019

Oversaw talent management, marketing operations, and account strategy for Meta's global advertising initiatives.

- Reduced employee turnover by 40% through improved team engagement and leadership development.
- Improved internal systems and UX handoff processes, cutting turnaround by 50%.
- Championed performance dashboards that supported data-informed strategy.

Digitas [Goldman Sachs] Senior Account Director | New York, NY | 2015 – 2017

Delivered cross-functional alignment and marketing ops excellence for a heavily regulated Fortune 500 client.

- Strengthened cross-team planning, increasing contract value by 20% YoY.
- Reduced reporting errors by 40% and enhanced campaign accountability through automation and alignment rituals.
- Delivered product ops reporting tools and dashboards, reducing errors and improving decision cycles.

EDUCATION & CERTIFICATIONS

Bachelor of Arts | University of Central Florida

- Major: Mass Communications | Minors: Marketing, Behavioral Psychology

Leadership & Business Strategy Certifications

- High-Performance Collaboration | *Kellogg School of Management*
- Leadership Communication | *Kellogg School of Management*
- Leadership Through Marketing | *Northwestern University*
- Social Psychology | *Wesleyan University*

TECHNICAL TOOLKIT

- AI & CRM: HubSpot, Salesforce
- Product & Ops: Airtable, Asana, Jira
- Data: Tableau, GA4
- Enablement: OKRs, KPI Dashboards, Lifecycle Modeling

COMMUNITY & THOUGHT LEADERSHIP

- Board Member, American Cancer Society
- Wish Granter, Make-A-Wish Foundation
- Published Thought Leader – Topics: Psychological Safety, Operational Effectiveness, Culture Building