

STRATEGY, OPERATIONS & PEOPLE LEADER

Successful change agent that thrives on bridging the gap between vision and market success. Strategic partner and trusted adviser to cross-functional leadership, facilitating adoption and implementation of critical business initiatives. A proven track record evidenced by a 20% departmental efficiency increase, a 15% revenue jump, and a 30% boost in stakeholder satisfaction. A collaborative, results-oriented approach consistently drives impactful growth across renowned brands.



STRENGTHS AND EXPERTISE

- Strategic Planning
- Stakeholder Management
- Effective Communication
- High EQ
- Team Leadership
- Project Management
- Resource Allocation
- Facilitation
- Bi-lingual - Spanish
- Vendor Relations
- Operations Management
- Negotiation

PROFESSIONAL EXPERIENCE

SS Consulting - Freelance Contracting

2019 - Present

Marketing Operations Consultant - Talkiatry, Remote

Partnered closely with C-suite leaders, leveraging expertise to identify operation gaps and market opportunities, and served as a trusted strategic adviser to aid in the disruption of the mental health space with a revolutionary tech startup.

- **Boosted Sales Productivity with Centralized CRM:** Led the selection and implementation of a new CRM (Hubspot), centralizing customer data and streamlining workflows, leading to a 40% boost in sales productivity
- **Expanded Reach via Agency Partnerships:** Established partnerships and negotiations with vendors, extending our reach into new markets and acquiring new customers
- **Reduced New Hire Ramp-Up Time by 40%:** Streamlined the onboarding process for new vendor partners with training programs and mentorship, reducing ramp-up time by 30%

Client Partner, Director - Barefoot [MARS], Remote

Spearheaded data-driven 360 marketing campaigns for eight brands through cross-functional collaboration, propelling a 25% customer retention increase and a 10% market share expansion for a diverse client portfolio.

- **Grew & Maintained a \$12M Client Portfolio:** Through strategic leadership, maintained a strong client portfolio valued at \$12 million. Focus on account health ensured long-term client relationships and ongoing revenue generation
- **Increased Diversity Hiring by 35%:** Implemented a new recruitment strategy that attracted a more diverse talent pool. Resulting in a 35% increase in diversity hiring and fostering a more inclusive company culture
- **Mentored & Empowered a High-Performing Team:** Mentored and empowered a team of six high-performing individuals. By fostering a culture of continuous learning and equipping them with the skills and knowledge needed to excel in their roles

Senior Account Director - Digitas [Goldman Sachs], New York, NY

Charged with client retention for a C-level executive at a Fortune 500 company. Led with a client-centric approach - high-touch management fostering open communication and strategic relationship building, aligning services with client goals - securing a 30% client retention rate and a 20% annual contract value increase as a result.

- **Streamlined Content & SEO for Agency:** Identified inefficiencies in content and SEO processes and implemented a streamlined approach, improving agency efficiency.
- **Reduced Project Completion Time by 25%:** Introduced a new project management system, resulting in a 25% reduction in completion time
- **Minimized Reporting Errors by 40%:** Implemented data-driven operational strategies, minimized reporting errors by 40%, ensuring data accuracy and reliable insights

Group Account Director - MKTG [Meta], New York, NY

Drove talent and client service issues head-on. Through data-driven analysis and collaboration, a diagnosis of core problems was completed and mitigated with actionable operational changes to address them. This resulted in a dramatic turnaround—a 40% reduction in employee turnover and a significant boost in client satisfaction

- **Built and Led a High-Performing Team & Improved Client Service:** Assembled and led a team of over 11 individuals, fostering a culture of excellence. Resulting in a 25% increase in client satisfaction, driving higher renewal rates, and increasing resource requests
- **Optimized Onboarding/Offboarding for Meta:** Spearheaded a new onboarding and offboarding process for Meta's marketing team, reducing turnaround time by 50%. This initiative set a new agency best practice for efficiency
- **Enhanced Client Service with Data-Driven Feedback:** Revamped client surveys to gather more granular feedback on team strengths and weaknesses. This actionable data allowed for targeted improvements, ultimately boosting overall client satisfaction

Senior Client Partner - Modicum, New York, NY

2017 - 2019

[Medallia, Samsung, Target, Google, Oracle]

Created a new agency client partner role that provided top-tier clients with white-glove business partnerships. Streamlined operations, championed strategic moves, and prioritized exceptional client service.

- **Launched Revenue-Generating Service:** Spearheaded the launch of groundbreaking agency service, generating \$1.2 million in revenue
- **Increased Renewal Rates for Top Clients:** Managed key accounts for major brands. Increased AOR rate and renewals by building client trust and devising and implementing strategies that proved return.
- **Optimized Resources for Revenue & Cost Improvement:** Through strategic resource allocation optimized team efficiency. This resulted in a 20% increase in revenue while achieving a 15% cost reduction

EDUCATION & CERTIFICATIONS

Bachelor of Arts | University of Central Florida
Major: Mass Communications, Minors: Marketing, Behavioral Psychology

Certifications: High-Performance Collaboration: Kellogg School of Management
Social Psychology: Wesleyan University

COMMUNITY LEADERSHIP & SPECIAL INTEREST

- American Cancer Society, Board Member
 - Make a Wish Foundation, Wish Granter
 - Pittsburgh Cares, Volunteer
 - New York Cares, Volunteer Leadership
- Avid Reader
 - Travel
 - Interior Design
 - Blog Writing