

STRATEGIST FOR A DIGITAL WORLD, using and creating technology to solve problems that impact real people, cities and businesses. Digital operations leader with four core pillars: transparency, technology, people and process.

## CAREER

### Bisnow Media

New York, NY

Director of Product &amp; Operations

2019-present

- **Lead Product Development & Deployment:** In early days of COVID-19, spearheaded business pivot from live events to virtual offerings. **Phase I:** Co-developed webinar product offering (500 webinars completed in 6 months) and led analytics reporting and CMS integration. **Phase II:** Spearheaded vendor selection, development of sales products, internal processes, training and launch of "Digital Summit" virtual event platform. Saved \$3M+ of at-risk live event sponsorship.
- **Stabilize, Rebuild, Transform At-Risk AdOps:** While responsible for delivery of \$7.5M digital revenue (87.5% increase YoY between 2018 and 2019) and handling a 31% increase in volume, implemented new technology and process to turn understaffed and ill-equipped department into a thriving, scalable operation. New deadlines, checkpoints and redefined staffing roles have revolutionized AdOps' accuracy.
- **Build, Deploy and Scale Inventory Management/Delivery Tech:** Developed an interim inventory management solution to enhance accountability and accuracy, then oversaw the multi-month deployment of an AdBook/Salesforce unified inventory integration. To connect departments, save time and limit human error, led creation of multiple shared tools and databases including EventManager, a cross-team event preparation tool.
- **Develop Real-Time Sales Reporting and Management as Salesforce Admin:** Develop real-time dashboards, tracking and visibility into the sales pipeline for our 30+ member sales team, CEO and CFO. Notable reporting tools include quarterly goal tracking, inventory availability reporting and tracking of at-risk campaigns. As in-house Salesforce admin, oversaw transition to Lightning, development of custom objects, custom fields and reporting structures, and Salesforce integrations with AdBook, Nintex and DocuSign.
- **Centralize Inter-Departmental Operations:** Identifying friction between departments over deadlines, unexpected requests and redundant duplication of work, led a team of managers to develop cross-department cut-offs, automate duplicative and manual tasks, while getting buy-in from stakeholders and running training sessions about new processes.

Director of Audience Development &amp; Data Protection Officer

2017-2019

- **Audience Growth:** Responsible for top-of-funnel subscriber base growth (576,000 new contacts in Q3'17-Q2'18); expansion into 10 new markets across U.S., U.K. and Ireland; launch of 15 new digital publications; syndication on Apple News and Flipboard.
- **Data Protection:** Oversees company-wide GDPR compliance and implementation of data security safeguards; Managed outside audit.

### Time Inc.

2016-2016

Social Media Editor, *The Drive*

Brooklyn, NY

- **Social Strategy / Growth:** Developed and implemented multi-platform social media strategy, increasing site traffic to 2M+ UV/month; Oversaw partnerships with other publications including *TIME*, *Sports Illustrated*, *Entertainment Weekly*, *People* and *LIFE*.
- **Live Content:** Established *The Drive* as a Facebook Live leader within Time Inc, achieving "Tier 1" ranking, alongside the corporation's most established titles: *Sports Illustrated*, *Entertainment Weekly*, *People* and *TIME*. Produced 75+ live experiences from the road and racetrack using professional mobile studio.

### International Business Times

2015-2016

Social Media Editor

New York City, NY

- **Leadership / Operations:** Established IBTimes as a breaking news and analysis leader by developing and launching publication's first 24-hour social media team; Crafted social roll-out strategies for major longform stories, investigative reporting and corporate initiatives; Hired and managed social media team of four, with direct reports in New York and California.
- **Audience Growth:** Oversaw paid and organic social media content across social platforms; Managed monthly budget for paid engagement and lead generation campaigns; Grew Twitter audience by 100% to 106K+ in four months, with 4x spike in engagement.

### Connecticut College

2013-2015

Social Media Strategist

New London, CT

- **Content Development & Viral Storytelling:** Managed, monitored, curated and developed original content for College's primary social media accounts; Crafted and launched College's first experimental viral platform storytelling strategy as BuzzFeed's first higher education Brand Publisher account.
- **Emergency Communications:** Assessed and crafted social media strategies and responses to PR opportunities, reputation management issues and crisis management planning.

## EDUCATION

### Connecticut College

B.A., Architectural Studies, Class of 2013 &amp; Certificate Program Scholar, Ammerman Center for Arts &amp; Technology