

Expertise

Project Management | Marketing Promotions | Event Planning | Budgeting | Business Operations & Execution
Analytics | Vendor Relations | Campaign Management | Cross-Functional Liaison | Customer Engagement | Customer Service

Technical Skills

Adobe Creative Suite | Tableau | Jira | Salesforce | Google Suite | Microsoft Office | HubSpot | WorkFront | Wiki

Professional Experience

Meta (via PRO Unlimited) | Menlo Park, CA

07/2021– Current

Program Manager, Business Planning & Operations (Commerce)

Constantly collaborating with cross-functional teams (including Partnerships, Category Management, and Product Marketing) to manage tracking, reporting, and execution of Event programming initiatives for Facebook and Instagram Commerce.

- Own day-to-day operational support for Meta's Commerce Business Group and Shop Ads program.
- Established a new operational flow with cross-functional partners (i.e., Product Marketing & Strategic Partner Managers) to track and execute live events on Instagram & Facebook beginning in H2 2021, which led to a significant increase in efficiency.
- Communicate with stakeholders regularly, highlighting progress towards goals, key risks, and dependencies.
- Build summary reporting/slides on promotional event initiatives for cross-functional and executive audiences.
- Develop and maintain an understanding of business strategy and priorities to support recommendations around solutions and changes needed to existing approaches.
- Partner with internal Cross-Functional teams to provide Seller/Vendor Support, Initiatives, and mapping support.

Tailored Brands | Newark, CA

11/2020 – 07/2021

Brand Marketing Coordinator for Jos A. Bank

Responsible for helping to manage Jos. A. Bank brand marketing initiatives in support of stores (both physical and eCommerce) and provide support on seasonal sales campaigns, on and offsite events, and management of store signage production and implementation.

- Partnered closely with the Creative, Visual Merchandising, Merchandising, and Store Operations teams to ensure brand consistency and the on-time delivery of all necessary assets.
- Work with channel partners to create, route, and review/approve creative assets with internal business partners.
- Manage small marketing projects and draft briefs as needed.
- Responsible for tracking and monitoring the GTM (Go to Market) process with internal and external partners.

Google | Sunnyvale, CA

07/2019 – 01/2020

Administrative Business Partner

Performed extensive administrative tasks and served as a technical lead for and manager of small projects for the Google Payments team.

- Managed cross-functional relationships between engineering, business development, marketing, and finance teams.
- Managed relations between Google Payments VP and 3P Customers.
- Built efficiency and effective responsiveness into existing operations and helped define new operational strategies.

eBay | San Jose, CA

07/2015 – 04/2019

eCommerce Site Merchandiser & Operations Lead - Daily Deals Program

Project managed sales event campaigns, assisted with business operations, and platform optimization of Site experiences for eBay.com/Deals, Fashion, and other Cross Vertical pages. Additionally, I led daily collaboration with North American cross-functional partners, including Marketing, Creative, Product, SEO, and Merchandising.

- Averaged \$4M daily in Gross Merchandise Value for the Daily Deals platform using live analytics and Vertical Team feedback to optimize the Deal pages for GMV, category mix, live listing count, and other KPIs. Established operational best practices, calendaring, traffic plans, and detailed event execution processes to bring campaigns and sales events to successful implementation, improved buyer experiences, and increased new buyer participation, which led to a 20% growth YoY.
- Coordinated, QC, and assisted with the design of marketing assets (product images, banners, headers) using Jira for asset management and Adobe Photoshop for design elements. I successfully launched over 200 live-to-site campaigns on various landing pages throughout eBay.com.
- Acted as liaison between Site Merchandising and Engineering to identify platform bugs for weekly reporting.
- Partnered with the email marketing team to successfully plan and launch weekly emails to over 10 million subscribers.
- Piloted and trained teams on new or updated site merchandising processes or standards.
- Partnered with 3P digital retail partners to showcase eBay.com/Deals featured products.

Sony PlayStation | San Mateo, CA

12/2014 – 06/2015

Event Marketing Assistant Manager (6-month contract with ASK Staffing)

Coordinated strategic initiatives and manage projects to achieve tremendous success for PlayStation Developer conferences and trade shows.

- Partnered with Creative, Marketing, and Technical to orchestrate cohesive branding and develop impactful presentations, demos, and entertainment. Utilizing Salesforce for asset management.
- Led the creative direction of artwork for tradeshow booth digital displays and DevSupport landing page on PlayStation.com.
- Led the development, design, and management of the DevCon2015 event app, connected with EventMobi to customize the app experience to include a “how-to guide,” calendaring, registration, attendee management, and content sharing. All efforts resulted in over 500 downloads and 56,000+ views within three days.

Orchard Supply Hardware | San Jose, CA

03/2014 – 11/2014

Marketing Coordinator

Provided planning and project management for large and small marketing campaigns and trade shows throughout Northern California. Lead for local sponsorship requests.

- Organized, proofed, and edited copy and images for various categories and campaigns within the eCommerce site.
- Assisted in the design and management of advertising material such as print material, tv commercials, and online advertisements.

TechShop Inc. | Menlo Park, CA

01/2012 – 01/2014

Marketing Program Manager

Planned Team Building offsite events, managed trade show planning and attendance (i.e., Maker Faire), and served as a senior account manager for companies like Google and Facebook.

- Responsible for developing and managing all marketing collateral for TechShop Menlo Park, including online and physical signage.
- Surpassed event sales expectations and goals by 150% for the 3rd and 4th quarters of 2012 and met expectations in 2013.
- Developed a relationship with Google and Facebook that created a membership program distributed to over 40K employees nationwide.
- Planned over 100 team-building events with companies like Google, Facebook, Genentech, Apple, and more.

** Further relevant work experience available upon request*

Alternative Professional Experience

Sound In Motion | San Jose, CA

08/2016 – Current

San Jose Sharks Music Director & In-Game Entertainment DJ (Part-Time)

Providing music programming, direction, and live in-game entertainment for the San Jose Sharks professional hockey team that hosts ~17,000 fans.

- Cross collaboration with the Entertainment Director, Audio Engineer Supervisor, SJ Sharkie, and in-game host.
- Programming and executing music, sound bits, and commercial reads.
- Continually update and manage asset libraries and music log.
- Edit audio clips via Adobe Audition.
- A/V set up and maintenance of two laptops, cloud storage, and a 12-channel soundboard mixer.
- "Game Day" community engagement via Twitter for #TankTunes.

AWARDS and RECOGNITION

- Recognized as one of the top employees and nominated for a 2017 Culture Luminary Award for the category of being “Courageous, Driven, Inventive, Branding and Richly Diverse” at eBay.
- Received six “Spotlight Awards” for outstanding performance chosen by Executive and Senior Leadership at eBay.
- Received multiple “You Made My Day” recognition awards for collaborating with colleagues at eBay.
- Named “Chief Swag Officer” by COO in recognition of creating swag for eBay employees; this helped to boost morale.
- Recognized by leadership and outside business partners for developing an event app for PlayStation DevCon2015 while at Sony.

FOCUS AREAS

- Marketing Execution and Operations
- Manage digital content, functionality, user experience, and support tools for websites and social media platforms.
- Support customer and business programs.
- Support digital content accuracy and validation.
- Always willing to learn and get involved while being respectful, humble, and accountable.
- Utilize analytic tools to make effective decisions.

[View my past colleagues recommendation HERE](#)