

**Digital Marketing Director** with 10 years of results-based, B2C and B2B growth marketing experience at startup, agency, and fast-paced environments. “30 Under 30” nominated on LI. High-performance department leader with proven record in exceeding targeted business objectives, reducing budgets while improving efficiency, managing in-person and remote teams, and executing end-to-end strategies.

### *Executive Strengths:*

- Leadership & Management
- Digital Marketing Strategy
- E-Commerce
- Entrepreneurial
- Budget Planning
- Lifecycle Marketing
- Project Management
- Search Engine Optimization
- Data Analysis

## EXPERIENCE & NOTABLE CONTRIBUTIONS

### **TRADEBLOCK • Austin, TX • January 2022 - Present**

#### **DIRECTOR OF GROWTH AND MARKETING**

Defined and established company’s growth plan for eventual IPO.

- Managed \$100K/month in ad spend across Google, Meta, Apple Search, and other platforms
- Collaborated with executives and cross-functional teams to make critical decisions on company direction
- Recruited and managed an internal marketing team to execute on omnichannel customer engagement initiatives

#### **KEY ACCOMPLISHMENTS:**

- Increased company revenue from \$700,000 to \$2M through optimized revenue funnel across all customer touchpoints
- Helped lead company to an \$80M valuation before Series A round with investors including Shaquille O’Neal and Naomi Osaka
- Saved company \$47,000 in vital software contracts through negotiations
- Reached goal of 300K users by 2022, increased user base from 140K to 230K in < 2 quarters
- Reduced cost-per-install from \$5.48 to sub-\$2 on Meta
- Reengaged 20%+ at-risk users using targeted email win-back series to prevent churn
- Ideated push notification to bolster reviews, resulting in a 26% boost in the App store ratings from 3.5 to 4.4-stars
- Optimized strategy on TikTok that led to 100K likes in 11 weeks that birthed creator program
- Coordinated with PR firm to secure placements in Forbes, New York Times, and Business Insider

### **BLUE SURGE MARKETING AGENCY • Lindenhurst, NY • 2017 - Present**

#### **PRESIDENT**

Presided over award-winning growth while managing client accounts in multiple verticals.

- Developed short and long-term business plans for continued aggressive profit and sales growth
- Consulted with stakeholders as a subject-matter expert on strategy, KPIs, and conversions
- Spearheaded the web design and development of multiple client sites
- Demonstrated ability to meet deadlines and manage projects simultaneously

#### **KEY ACCOMPLISHMENTS:**

- Awarded Top 20 Website Design Agency in New York City in 2021 by DesignRush
- Featured in press including Content Marketing Institute and Newsday

- Nominated for Long Island's Young Professionals 2021 Award

### **HEALTHEGY • Melville, NY • 2019 - 2020**

#### **HEAD OF DIGITAL MARKETING**

Led team's marketing strategy at event & healthcare-based company.

- Allocated advertising budget across conferences to balance future customer acquisitions
- Revamped sales pipeline to capture leads and sales more efficiently
- Uncovered new opportunities for expansion through proactive measures & regular meetings

#### **KEY ACCOMPLISHMENTS:**

- 1,411% ROI on ad spend on largest conference event
- 66% open rate and 13.3% CTR average on a newly implemented email welcome series
- Drove paid search as a revenue channel from 0 to 22% within 7 months
- 14% YoY boost in YouTube viewership while gaining access to YouTube Partner Program

### **STRAIGHT TAX • Lindenhurst, NY • 2017 - 2018**

#### **DIGITAL MARKETING MANAGER**

#### **KEY ACCOMPLISHMENTS:**

- Boosted the volume of 4 and 5-star reviews rating by 78% in 6 months
- Drove 21% YoY increase in funded clients with CRM implementation
- 52% reduction in website bounce rate after data-driven website redesign

### **KICKBACKZ • Hicksville, NY • 2013 - 2018**

#### **DIGITAL MARKETING SPECIALIST**

Oversaw daily business and marketing operations of an online secondary footwear marketplace into a thriving storefront.

- Leveraged customer data to send personalized, behavior-based messages
- Collaborated with key industry influencers for virtual brand activation opportunities

#### **KEY ACCOMPLISHMENTS:**

- Grossed \$1M in online revenue in 30+ countries by age 23
- Vertically expanded into streetwear, a retail location, and eponymous tradeshow
- Grew an organic social following of 184K
- Maintained 85% employee retention between in-house and remote staff

### **TECHNICAL SKILLS**

ActiveCampaign | Amplitude | AppsFlyer | Asana | CVENT | Data Studio | Google Analytics | HubSpot | Klaviyo | MailChimp | Moz | Pipedrive | Rudderstack | Screaming Frog | SEMRush | SendGrid | Shopify | Sprout Social | Tag Manager | Tableau | WordPress | Zapier

### **CERTIFICATIONS / EDUCATION**

Google Ads Certification — Search, Shopping, Display, Video  
HubSpot Academy Certification — Social Media & Email Marketing  
Partner at Shopify, Klaviyo, Privy & Teachable  
Bachelor Of Science In Business Management | SUNY Farmingdale [Pursuing]