

Marketing Director with 11 years of results based, B2C, and B2B growth marketing experience at startup, agency, and e-commerce companies. 30 Under 30 nominated. High-performance department leader with proven record in exceeding business objectives, maximizing cost savings, managing teams, and executing end-to-end strategies.

EXPERIENCE

Director of Growth and Marketing

Jan 2022 - Present

Tradeblock, Austin, TX

Defined and developed product growth plan for eventual IPO for SaaS company.

- Managed \$100,000/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 marketing team and managed external vendors to execute omnichannel customer journey

Key Accomplishments:

- Increased company revenue from \$700,000 to \$2M through digital, lifecycle, and offline marketing
- Helped lead company to an \$80M valuation before Series A investment round
- Reduced customer acquisition costs (CAC) from \$5.48 to sub-\$2 on Meta
- Saved \$47,000 in vital software contracts through negotiations
- Reached target goal of increasing customer user base to 300,000 users within 12mos with GTM strategy
- Reengaged 20% at-risk users using targeted email win-back campaign to improve user retention
- Oversaw 26% boost in App Store ratings from 3.5 to 4.4 stars within 6 weeks
- Led growth hacking experiments on TikTok that led to 100,000 likes in 11 weeks for loyalty program
- Drove TOF growth with public relations for press mentions in NYT, Business Insider, Forbes, etc.

Head of Marketing and Sales

May 2017 - Dec 2023

Blue Surge Marketing Agency, Massapequa, NY

Presided over award-winning growth of advertising, consulting, and web development firm with focus on client accounts in ecommerce, DTC, SaaS, subscription, nonprofit, and B2B verticals.

- Created short and long-term business plans for aggressive sales growth and improved margins
- Developed high-impact marketing collateral based on competitive analysis and customer personas
- Consulted business owners as a subject-matter expert on brand strategy, KPIs, and conversions
- Clients: Huntington Montessori, PJs For The Culture, Urban League of Long Island

Key Accomplishments:

- Managed team to oversee redefine value propositions and brand awareness strategies for MoM growth
- Drove higher customer LTV across client accounts using automations and MarTech predictive analytics
- Nominated for Long Island's Young Professionals 2021 Award

Digital Marketing Manager

Mar 2019 - Apr 2020

Healthegy, Melville, NY

Directed digital marketing strategy for health and technology-based event production company.

Key Accomplishments:

- 1,411% ROI on ad spend on largest conference event after optimizing conversion paths

- 66% open rate and 13.3% CTR average on a redesigned email welcome series
- Incorporated paid search as a top revenue channel from 0 to 22% within 7 months
- 14% YoY boost in YouTube viewership, resulting in monetization for YouTube Partner Program

Head of Marketing

Apr 2013 - May 2017

KickBackz, Hicksville, NY

Oversaw daily business and marketing operations of e-commerce marketplace and retail storefront.

Key Accomplishments:

- Grossed \$1M in online revenue in 30+ countries by age 23 using content marketing
- Used industry trends to vertically expand into streetwear, a retail location, and eponymous tradeshow
- Grew an organic social media following of 255K at its peak using customer-centric storytelling
- Maintained 85% employee retention between in-house and remote staff

EDUCATION

State University of New York at Farmingdale, NY

Bachelor of Business Management, Pursuing

Touro College, Bay Shore, NY

Health Sciences

SKILLS

Executive Strengths in: Leadership & Management, Budget Planning, Written & Verbal Communication, Flexibility, Creative Problem Solving, Collaboration, Innovation, Presentation, Entrepreneurial, Prioritization, Organization, Project Management, Go-To-Market Strategy

Tools: ActiveCampaign, Ahrefs, Amplitude, AppsFlyer, CleverTap, Data Studio, Google Analytics, Klaviyo, HubSpot, Marketo Engage, Salesforce, SendGrid, Sprout Social, Semrush, WordPress, Moz, Shopify, Tableau

Expertise in: A/B Testing, Advertising Campaigns, Consulting, Copywriting, CRM, CRO, Demand Generation, Landing Pages, Marketing Automation, Performance Marketing, PPC, Product Marketing, SEM, SEO, SMS

CERTIFICATIONS

Google Ads Certified in Search, Shopping, Display, Video

Google

HubSpot Certified in Email Marketing & Social Media Marketing

HubSpot

HONORS & AWARDS

Voted Top 20 Web Design Agency in NYC

DesignRush

2021