

EDUCATION

Fashion Institute of Technology, BFA Fine Arts

EXPERIENCE

SWAN Forum, Marketing Director: 2024-Present

- Built and executed the organization's first comprehensive global marketing strategy, establishing brand positioning, messaging, tone of voice, and KPI tracking from the ground up.
- Grew LinkedIn audience by 29% in one year and increased email open rates from 15% on average to 45% through targeted messaging and value-driven content.
- Elevated SWAN's global thought leadership presence in AI, smart metering, digital twins, wastewater, and utility innovation through high-impact campaigns and member amplification.
- Implemented analytics-based marketing optimization, transforming marketing from ad hoc execution to a measurable, performance-driven function.
- Designed and produced 100% of digital and print marketing assets, including reports, event materials, social campaigns, presentations, and branded collateral, ensuring brand consistency across all channels.

Wix, Social Media Manager: 2021-2024

- Managed and executed social media strategy for a global technology brand
- Grew following per platform an average of 3,000 followers per month, driving sustained audience engagement.
- Conceptualized, scripted, filmed, presented, and edited high-performing video content optimized social media.
- Developed compelling, brand-aligned copy and creative campaigns across Instagram, TikTok, and Facebook.
- Produced monthly performance analytics reports, leveraging insights to refine content strategy and improve reach, engagement, and growth.
- Translated brand voice into witty, high-conversion social storytelling tailored to a diverse global audience.

Nature Sparkle, Online Content & Social Media Manager: 2020-2021

- Led end-to-end brand management and digital marketing strategy, overseeing social media, website content, visual identity, and customer engagement.
- Executed full brand redefinition, refining positioning, visual identity, and messaging to create a cohesive and recognizable digital presence.
- Managed social media platforms, strengthening brand visibility and audience engagement.
- Produced all brand visuals, including product photography, lifestyle shoots, video content, and graphic assets for website and social media.
- Published weekly blog content to support SEO, increase website value, and reinforce brand authority.
- Implemented structured social media campaigns to support product launches and ongoing sales campaigns.

Social Media Manager, Eden Fine Art: 2019-2020

- Managed four distinct social media accounts across multiple platforms, tailoring strategy and content to each artist's unique voice and audience.
- Curated visually cohesive Instagram grids and high-quality content aligned with luxury art branding standards.

Textile Designer, QT Fabrics: 2018-2019

- Designed original print layouts and fabric collections using Adobe Photoshop and Illustrator.
- Conducted trend research to develop commercially relevant collection themes.

Graphic Designer, Enchante Accessories: 2016-2018

- Conceptualized and executed original decorative packaging and 2D art prints for home accessories, aligning product aesthetics with seasonal market trends.
- Collaborated with global manufacturers to oversee the production process, ensuring design integrity and technical specifications were maintained from initial concept to finished product.

SKILLS

- **STRATEGY:** Global Brand Positioning, KPI & Performance Analytics, Multi-Channel Marketing, SEO, Social Commerce, Lead Generation, Budget Management.
- **CREATIVE:** Adobe Creative Cloud (Photoshop, Illustrator, Lightroom), Final Cut Pro, Art Direction, Product Photography, Graphic Design, Video Production.
- **TOOLS:** Meta Ads Manager, Hootsuite, Emplify, Wix, Wordpress, CRM (Nutshell), Project Management (Asana, Monday.com, Trello), Google Analytics, Creator Studio.