

Product Management | Digital Marketing | Operations Management

Strengths | Competencies | Expertise

- Product Marketing
- Startup/Turnaround
- Merchandising/Promotion
- Social Media Management
- HTML | CSS
- SEO/SEM Enhancement
- User Acquisition
- Strategic Planning & Initiatives
- Email Marketing
- Technology Commercialization
- Photoshop | Minitab | Swift
- A/B Testing
- Market Analysis/Research
- CRM (Salesforce & HubSpot)
- Lead Generation
- Copywriting
- Google Analytics/AdWords
- WordPress | HubSpot

Professional Experience

Chek LLC (www.thechekapp.com) – Columbus, Ohio

January 2016 to Present

Apple iOS, Android web-based application (app) offering sync capabilities of group tasks/assignments to visual timeline enabling users to view countdown comparison of project deadlines; operations supported by 5 staff, including 2 co-founders.

Co-founder/COO

Responsible for complete scope of business operations/product management, including app development and technical support, financial management and marketing, and employee screening and hiring (3 staff including iOS, Android and web developers).

- Successfully raised and closed seed round resulting in a \$500,000 valuation. Selected out of 192 companies to participate in the Lumos Innovation Accelerator in Columbus, Ohio (8 total companies were chosen).
- Lead and contribute to development and execution of both concept and operations:
 - Created and executed business actions and marketing plans; conducted market feasibility testing (over 1,000 different surveys on app features and aspects); created brand ambassador program; organized team to build iOS and Android platforms as well as web platform; initiated and maintain LLC and banking/finances; design pitch-decks and executive summaries; optimized ASO & SEO.
 - Assisted and support design of UI/UX; execute analytic tools for user actions and retention rates; contribute to developing/testing new features within platform through different validation techniques; created terms of use; produced tutorial phase.

Kinsa Inc. – San Francisco, California

May 2016 to Present

Startup venture specializing in production of award-winning digital smart thermometer products, including low-cost smartphone-connected thermometer; to date, over 200,000 products sold in over 7,000 stores.

Digital Marketing Associate

Recognized for expertise and brought in to assist with digital marketing content and social media platform management focused on increased social media presence and conversions, SEO/SEM enhancement and various A/B testing; develop and maintain paid ad campaigns; facilitate growth in leads generated; spearhead product expansion into different demographics via affiliate programs and offline channel. Business development spans both US and Canada.

- Increased social referred conversions 108% and sessions via social referral 150%; increased Facebook likes 15%, followers 40%, Pinterest 50% and Instagram 30%; substantially increased engagement and impressions on all platforms.
- Optimized budget through selective use of paid advertisements; marketing campaigns for offline channels (Nextdoor and Meetup groups); lead nurturing campaign; marketing campaign targeting college students; competitor and social media marketing campaigns; referral campaign.
- Vastly improved marketing results through introduction of analytics platforms as well as SEO strategies including landing pages, keyword optimization and development of “knowledge hub” identifying location of blogs and content.

CrossChx – Columbus, Ohio

August 2016 to Present

Software company specializing in identity layer for healthcare providing patients and providers improved method to connect to health; creates universal patient ID to organize healthcare data and enable new breed of innovative applications.

Digital Marketing Associate

Spearhead promotion of fingerprint scanner creating unique biometric identifier per patient; target market includes (but not limited to) health practitioners, physicians, dentists and hospital systems.

- ➔ Elevated marketing functions through coordination of on-boarding of marketing components to HubSpot as well as SEO software for website activity analysis; additionally, implemented both Bing and Google analytics.
- ➔ Introduced initiatives including AdWords/paid social budgets; website redesign; integration of Salesforce into multiple marketing platforms (for transparency across marketing and sales); automated marketing reports for website, email and in-app analytics; referral and lead nurturing campaign; lead generation techniques.

Pazien – Boston, Massachusetts

September 2015 to January 2016

Startup venture specializing in design, development and production of payment software platforms and products for merchants and partners; supports customers worldwide; operations supported by 13 staff.

Marketing Associate – Columbus, Ohio

Brought in to assist with business development functions including development and maintenance of lead and prospect client list; creation of market entry strategies, production of press plans; management of social media broadcasting.

- ➔ Spearheaded production of 1,500+ potential customer contact list and enhanced company customer relationship management (CRM) solution and assisted in implementing various lead generation techniques.

Manta – Columbus, Ohio

July 2015 to January 2016

Online community and directory for small businesses; facilitates member connections and promotional activities; over 4.7 companies registered; receives over 20 million visitors monthly; operates offices in Columbus and San Francisco.

Community Moderator

Administered and organized interaction and activity of entire online community comprising 7,000 members; reviewed and monitored user activity and posts; orchestrated online seminars; approve media uploads; researched business member credibility. Additionally, generated analytic reports addressing entire website performance and optimized all content.

- ➔ Enhanced member experience and generate revenue by closely monitoring and analyzing cross-website updates, designing new fields within website to better assist users, and introducing cross-website promotional services.

Lyft Transportation Service – San Francisco, California

February 2014 to June 2015

Peer-to-peer transportation platform connecting passengers with drivers utilizing personal vehicles to transport.

Brand Ambassador – Nashville, Tennessee | Columbus, Ohio | Cincinnati, Ohio

Coordinated and carried out marketing and promotion introducing services through Nashville, Columbus, and Cincinnati territories; created and executed marketing plan expanding market presence and increasing passenger use.

- ➔ Successfully brought in over 320 new customers in Nashville area and over 85 in Columbus/Cincinnati areas; increased passenger rate ultimately captured share from nearest competitor, Uber; increased visibility and generated business by circulating territories and distributing thousands of promotional pieces, including stickers, flyers and posters.

Education & Professional Development

The Ohio State University – Columbus, Ohio

Candidate: **Bachelor of Science in Business Administration (BSBA)** | G.P.A.: 3.57 | Dean's List

Majoring in Operations Management & Minor in Entrepreneurship & Innovation, New Media & Technology

Activities: Varsity Track & Field (All-Conference Honors, Academic All-Conference) | School Record Holder: Hammer Throw)

Track & Field Student-Coach | International Student Mentor | Student Government

OSU Pay It Forward Participant | Business Builders Club Member | Una Voce (Columbus Select Choir)

Founder of "Design, Develop, Deploy" (University's 1st Entrepreneurship Club/Incubator) | iOS Club Member