



PROFILE

Partnering with stakeholders to transform their vision into desired features, product enhancements, and marketing content using various mediums. Solution focused, tech savvy, and creative individual with 10+ years experience formulating action plans and articulating requirements across engineering, product marketing, and design teams to ensure specifications are met. Experience in working and negotiating with executives and clients such as Apple, Hewlett Packard Enterprise, and Cadence Design Systems.

EXPERIENCE

GO-TO-MARKETING LEAD | ONSEMI | 2023 - CURRENT

Automotive Viewing & Sensing Solutions | ADAS/ AD

STRATEGIC MARKETING & SALES ENABLEMENT LEAD | PREZI | 2021 - 2022

Devising and establishing the creative messaging and value proposition for sales enablement campaigns for optimal customer outreach resulting in meaningful and engaging interactions, time efficiency, and 37% higher response rate

- o Leading the initiatives to create a scalable process while ensuring the company goals are met
- o Deploying sales campaigns - strategies and telling a strong narrative by identifying, researching, evaluating, and prioritize customers - leveraging the use of data such as key market trends, demographics, market segmentations, value propositions

Penetrated numerous F500 companies through effective communication tactics, creative presentations, and conveying complicated concepts in a manner that's easy to understand resulting in closing top tier companies and exceeding quota

- o Leveraged past connections, cold calling prospects, and aligning product features and enhancements to customer needs, in addition, maintaining deep relationships with a wide customer base to identify account growth opportunities
- o Tracking progress, presenting metrics, and conveying feedback from the field to the appropriate teams to help inform design, creation, and implementation changes to improve product impact while having the business objectives and goals in-mind

PRODUCT DELIVERY MANAGER, BRAND & MARKETING | SERVICENOW | 2019-2021

Managed the end-to-end development of the "Social Media Brand Guidelines and Developer Tools". Hosted on ServiceNow internal Brand Center Webpage resulting in an increase of 40% time-to-market efficiency of deliverables

- o Conducted user research and interviews to expose any design gaps and redundancies
- o Led graphic designers, motion designers, communication, and social media teams to deliver within expected timeline and budget [web and mobile components]
- o Oversaw the KPIs of the deliverables in order to pivot if needed to effectively improve their performance
- o In charge of presenting all executive communications including progress and feature documentation to stakeholders
- o Skillfully managed vendor relationships for website content [graphics, videos, and digital experience]

Determined and reformed ServiceNow's product campaign designs and component features. Focusing on product-market fit and targeted ad designs

- o Led the redesign of four major campaigns based on performance indicators and bounce rates
- o Defined and prioritized the requirements and roadmap for on-time launches
- o Conducted A/B testing to determine best effective design layout to drive user conversion
- o Work resulted in a continuous quarterly increase of conversion rates
- o On-going management of polishing the campaign features for optimal user experience and avoiding bounce rates

Led the UX layout and design for the 'About' section of the ServiceNow website

- o Worked with the rest of the business and the leadership team to define goals, strategies, and priorities, and translated them to both short term and long-term product roadmaps
- o Worked closely with UX researchers and designers to prototype wireframes, graphics, and messaging for consistent customer experience across the website
- o Set clear and defined requirements, goals, and success criteria for leaders and their teams
- o Led the build and rollout of MVP based on feedback from expected/existing users
- o OKRs showed an increase of page views by 33% as a result of optimizing the user's journey

UX PRODUCT DELIVERY MANAGER, DIGITAL EXPERIENCE | SERVICENOW | 2018-2019

Responsible for Event Schedule and Breakout Session component on the ServiceNow Knowledge Event page in order to drive and retain global users [5-15K participants]

- Ran competitive analysis to determine design layout and best features to incorporate within the spec sheet
- Worked with UX research team, synthesizing key data such as users average time on page to make decisions of component build
- Managed the prioritization of features within sprints in collaboration with the engineer team
- Monitored the product performance to ensure constant product fluidity and reported on any bugs

Worked with an external agency and built out the Stock-Chart component on the ServiceNow Investor Relations page

- Built and secured strategic product partnerships with agency
- Performed customer research to identify customer needs to validate component features
- Guided the evolution of new product ideas through all phases of product development from concept through market launch
- Prepared communication materials to update product stakeholders and get product decision

MARKETING COMMUNICATIONS MANAGER [VIDEO & DESIGN] | CADENCE DESIGN SYSTEMS | 2017-2018

Created large scale, data driven product training, tutorial videos, and digital marketing assets used throughout Cadence to drive awareness and sales for global market

- In charge of managing the campaign development, product launches, and customer testimonial videos life cycle from inception through launch
- Collaborated with product marketing, legal, HR, IT, and business teams to ensure consistent branding and company mission
- Defined and developed customer experience video and marketing material with deep collaboration with internal stakeholders to drive optimization and product satisfaction

VIDEO & UI/UX PRODUCT LEAD | APPLE [PPT SOLUTIONS INC.] | 2015-2016

Managed the hardware and integrated mobile software development of the Remote Set-Up Demonstration for Apple products which was deployed to 25+ countries

- Helped prototype a lightbox which integrated an iPhone camera rig for remote set-up video capturing and walk throughs
- Advised on types of cameras, lighting, and appropriate codecs
- Created the User Experience mobile software toolkit to streamline the experience of the product; Toolkit features included F-stops, aperture settings, zoom features, filters, etc.

Led the project of redesigning the UI for Apples WW Sales and Service internal software that was in charge of customer call tracking and routing as well as shipment tracking and returns

- Developed and managed deployment of the UI wireframes and design as specified on the product review document
- Gathered analysis and feedback from user testing and relayed back to R&D team
- Worked closely with the software engineering UI team to develop and maintain functional designs using Apple's proprietary Bug and Task tracking tools
- Resulted in improved workflows for agents and customer experience

ACCOUNT MANAGER | PAYONEER | 2013-2014

Generated impactful campaign content to drive new business and sustaining existing partners by cross-functional collaboration with the marketing department resulting in 30% user sign-up growth

- Upheld client satisfaction and retainability by maintaining daily communication which resulted in yearly renewals of purchase orders totaling at sums of \$250K per client
- Worked with R&D and marketing team to improve technical software gaps existing within the customers' platforms and updated metrics using Salesforce

OWNER | THE GIANT WHALE | 2010-2013, 2016-2018

Partnered with Fortune 500 companies to develop marketing collateral showcasing product launches, new features, and messaging to drive profitability and enhancement of digital experiences globally

- Developed, directed, and monitored corporate video, events, and media productions at budgets over \$25K, by managing logistics, assigning tasks, determining and minimizing risks, and resource planning such as client contracts, budget planning, and PO's
- Drove promotional improvements by 25% with a solution that translated business needs into a technical media product
- Managed technical and creative teams to ensure business objectives are met - ongoing customer alignment to guarantee scope is met

TOOLS & CERTIFICATIONS

- Wrike
- Balsamiq
- Sketch
- Adobe Suite
- Final Cut Pro
- MacOS / Microsoft Office
- Outreach / ZoomInfo
- Salesforce
- LinkedIn Learning: Product Management - Building a Product Roadmap

EDUCATION

ACADEMY OF ART UNIVERSITY

San Francisco, California | 2005 - 2009

B.F.A. | Motion Pictures & Television

AWARDS

Nominated for Best Short Film, Cannes Film Festival - Cinematographer, 'The Final Shutter', 2014

Winner Best Achievement in Cinematography - Cinematographer, 'Larkin', 2012

Winner Best Documentary - Director / Cinematographer, 'Drumline Documentary', 2010