



## MARKETING DIRECTOR SUMMARY

- 5+ years of digital marketing experience across both startups and established corporations, successfully hiring, training, and leading small teams of up to 5 members to achieve and exceed campaign goals.
- Spearheaded new digital marketing campaigns, expanding into untapped markets, which resulted in generating over \$6.4 million in revenue from paid advertising within 2 years.
- Led the launch of a Disney+ product in LATAM markets, driving a 45% growth in subscriber acquisition, surpassing initial targets.

## WORK EXPERIENCE



### FANIMAL, INC.

#### Director of Marketing | May 2022 - Current

- Manage end-to-end Google Ads and Paid Social campaigns, from strategy and research to creation, quality assurance, and ongoing optimizations, achieving a total of over \$6.4 million in revenue.
- Build and execute a comprehensive email marketing strategy from the ground up, leveraging effective audience segmentation, conducting A/B testing on copy and creatives, and implementing retargeting campaigns, generating over \$239,000 in revenue.
- Lead a small team of marketing professionals, initiating the entire interview process, onboarding new hires, and effectively delegating tasks to optimize team performance and achieve marketing objectives.
- Oversee all SEO strategies, including the launch of a blog that attracted over 97,000 new users, resulting in an increase in domain authority from 20 to 50.



### DISNEY STREAMING SERVICES

#### Brand Marketing Analyst | June 2021 - April 2022

- Managed budgets of over 2 million across paid search channels and optimized allocation to reduce CPA by 18%
- Led the successful launch of Star+ in LATAM markets, coordinating cross-functional teams to execute region-specific marketing strategies, resulting in a 45% increase in subscriptions within the first quarter
- Developed and implemented search, UAC, and Discovery ad strategies to drive subscriber acquisition, conversion & efficiency across LATAM markets, which led to a 15% increase in conversion rate
- Collaborated cross-channel with larger paid media team to align on performance trends and ensure holistic team success



### ROOTLY HEALTH

#### Digital Marketing Specialist (Freelance) | March 2021 - August 2021

- Executed successful SEM campaigns, achieving a cost-per-lead 7% lower than the industry standard and driving efficient, cost-effective lead generation.
- Developed strong lead magnets within a specific niche to build value proposition and increase our email list, which led to collecting over 300 emails within the first 2 months
- Created strategies for landing page optimization to maximize user experience & increased on-page time by an average of +2 minutes
- Strategized and developed sales funnels in order to identify pain points and growth opportunities



### WAVEMAKER AGENCY

#### Senior Paid Search Associate | Nov 2019 - February 2021

- Managed and optimized daily search campaigns, reducing CPA by 15% through precise bid adjustments, execution strategies, and efficient budget management of over \$500K.
- Developed and refined keyword lists, increasing search visibility by 30% and boosting click-through rates (CTR) by 15%.
- Ran search reports on a regular basis to mine for new keywords, creative text ad, pacing and overall spend
- Analyzed search performance, uncovering high-value keywords and improving ad copy, leading to a 20% increase in conversions.



## **MAILPIX**

**SEO Specialist | April 2019 - Nov 2019**

- Implemented SEO tactics for 4 brands by writing relevant content, disavowing toxic backlinks, seeking out backlink opportunities from high authority pages, and increasing our websites' overall authority by 10.
- Actively optimized the visibility of 7 apps in the Google Play and Apple App Store by conducting thorough keyword research and creating high-quality content, resulting in the apps ranking on page 1.
- Thoroughly conducted website and app research weekly by using Google Analytics, Google Search Console, SEMRush, and AppsFlyer in order to provide insight into audience engagement and better improve SEO and ASO methods.



## **NIS AMERICA GAMING**

**Quality Assurance | Sep 2018 - April 2019**

- Led the review, analysis, and revision of AAA video game titles, achieving a 98% approval rate in quality checks within strict deadlines.
- Consistently delivered quality assurance for projects, meeting 100% of milestones on time and reducing bug reports by 30% post-launch.
- Applied advanced grammatical, spelling, and technical skills, increasing product marketability by 25% as measured by user engagement and sales performance.

## **EDUCATION**

### **CALIFORNIA STATE UNIVERSITY, LONG BEACH**

Bachelors in Consumer Affairs, Minor in Marketing | *August 2016 - May 2018*

### **LEAGUE OF YOUNG WOMEN COMPOSERS**

Music Scoring for Film & Television | *January 2020 - January 2022*

### **ATLAS CLUB**

Video Game Music Composition | *January 2022 - Current*

## **VOLUNTEERING**

### **SEAL BEACH ANIMAL CARE CENTER (SBACC)**

Animal Care Volunteer | *May 2022 - January 2023*

### **SECOND CHANCE PET ADOPTIONS**

Cat Care Volunteer | *June 2017 - August 2017*

## **SKILLS**

A/B Testing, App Store Optimization, Affiliate Marketing, Bing Ads, Budget Management, Blogging, Canva, Copywriting, CRO (Conversion Rate Optimization), Data Analysis, Discovery Ad Campaigns, Email Marketing - Klaviyo, Facebook Ads Manager, Google Ads, GA4 (Google Analytics 4), Google Data Studio, Google Editor, Google Search Console, Google Tag Manager, Influencer Marketing, Keyword Research, Landing Page Optimization, LinkedIn Ads, PPC Advertising, Project Management - Asana, Push Notification Marketing, Quality Assurance, Social Media Management, Search Ads 360, SEO (Search Engine Optimization), SEMrush, Shopify, TikTok Ads, UberSuggest, Universal App Campaigns, WordPress

### **PERSONAL INTERESTS & SKILLS**

Animal Philanthropy, Aviation, Entrepreneurship, Logic Pro X, Percussion, Personal Development, Piano, Master Class, Sound Design for Video Games, Startups, TV and Film Scoring, Video Game Music Composition