

EXPERIENCE

ASSIST

San Francisco, CA

VP of Partnerships

2017 – 2017

Charged with running partnerships and customer success for all clients of the 11-person start-up (\$5M Series A)

- Managed use case creation, product development and delivery, and analytics of automated AI bots on Facebook Messenger and Google Assistant for clients, including Sephora, Hyatt, 1-800-Flowers, Lonely Planet and Madison Square Garden
- Set the product vision, priorities, and strategy with clients, identifying high-leverage activities including advertising to drive outcomes and effectively align with Facebook, Google Home, Twitter, and Alexa platforms
- Acting liaison between brands, engineering and automated platforms, launching featured client bots at F8 and Google I/O and resulting in an 11-22% increase in user engagement
- Oversaw QA testing, software bugs, and improvements of bots and ensured successful delivery with the product team

IBM

San Francisco, CA

Client Executive to Apple Inc.

2014 – 2017

Led the IBM client team responsible for delivering technical solutions and services to Apple (\$80M in IBM revenue)

- Achieved 131% of sales quota in 2016 with 10% growth YOY from 2015
- Collaborated with the extended IBM team – including cross-brand reps from software, hardware and consulting – to develop an integrated technology solution for Apple
- Pioneered the strategy testing and pilot projects of IBM Watson, a machine learning platform, at Apple
- Provided recommendations to IBM senior leadership on Agile practices, design thinking and key business insights to sales lifecycle strategy
- Served as a mentor to IBM executives on emerging social media best practices, which resulted in a podcast interview about the use of technology in relationship-building (220k+ downloads)

COLGATE-PALMOLIVE CO.

New York, NY

Global Financial Services Business Analyst Intern

2013 – 2014

Assigned as a project analyst to a procurement technical project at Colgate-Palmolive

- Built a vendor tracking system with SAP Data to manage supplier migration to an electronic invoicing system (e-Invoicing)
- Identified the types and frequency of invoicing errors within millions of data points and triaged vendor transition to e-Invoicing, communicating pain points to influence executive buy-in
- Managed vendor customer service pipeline, including creation of change management strategy for technology adoption

BROOKLYN BRIDGE VENTURES – VENTURE CAPITAL FUND

New York, NY

Operations & Communications Intern

2013 – 2013

Tasked to execute key external facing communication on behalf of the micro-venture capital fund

- Created events for leading tech developers to showcase their technology stacks as an alternative recruitment methodology to attract engineers and developers to their startups
- Produced investor presentations to communicate fund success and track portfolio company progress to fund limited partners

INTELLIGENCE SQUARED U.S. – DEBATE SERIES ON NPR & PBS

New York, NY

Event Production & Marketing Coordinator

2010 – 2012

Played a versatile role in the development of programming for the award-winning public affairs non-profit organization

- Project managed live debates with leading journalists, politicians and speakers for radio and television production
- Built commercial partnerships with 40 organizations, media outlets and universities to increase ticket sales by 10%
- Co-managed multiple stakeholder agendas across all levels, thereby developing influencing and crisis management skills
- Helped to develop brand design, content generation, and social media presence, leading to 2011 Rebrand Award and +250% growth in social media user growth

BENJAMIN N. CARDOZO SCHOOL OF LAW

New York, NY

Special Events Coordinator

2008 – 2009

Produced 50 events a week and launched a software application and process for this NY-based law school's events division

- Designed commercial strategy and messaging for events including conferences, receptions, fundraisers and graduations
- Enhanced operational efficiency through development of an online reservation system that reduced time by 60%

EDUCATION

BARUCH COLLEGE, ZICKLIN SCHOOL OF BUSINESS
M.B.A. Finance; President, MBA Association

New York, NY
2014

MISSOURI STATE UNIVERSITY
B.S. Public Relations, Marketing; Magna Cum Laude

Springfield, MO
2007

INTERNATIONAL EXPERIENCE

FONDO ESPERANZA – MICROFINANCE INSTITUTION
Volunteer Grant Researcher

Santiago, Chile
2009-2010

CHINESE UNIVERSITY OF HONG KONG
Semester Exchange Program

Hong Kong
2006

SKILLS

Project Management: MS Office Suite, Microsoft Project, Sugar CRM (Sales), Trello, Jira

Design: Design Thinking, Adobe Dreamweaver, InDesign, Photoshop

Web: Wordpress, Joomla, Squarespace