

Sales Account Executive | Media Marketing Manager | Attribution Product Lead

“More than six years of success leading media marketing, account management, and business innovation in high growth organizations. Eager to contribute progressive experience in retail sales and marketing, toward supporting the employer in driving revenue growth and market share”

Enthusiastic and growth-focused manager, with keen perspective and proven aptitude to orchestrate media marketing solutions supporting the successful transformation of interested consumers into loyal customers. Rich background of consistently crafting ground -breaking promotional campaigns resulting in product/brand differentiation and competitive advantage for established companies. Possess strong expertise to facilitate change and improve efficiencies while ensuring compliance with operational and financial objectives. Results-oriented professional, adept at communicating with and building long-term relationships with the key stakeholders, executive suite, clients, vendors, and internal departments to drive business endeavors.

--- Core Competencies ---

<i>Sales and Account Management</i>	<i>Strategic Media Marketing</i>	<i>New Business Development</i>
<i>Mid-market Partners Engagement</i>	<i>Innovative Marketing Campaigns</i>	<i>Brand and Product Development</i>
<i>Team Building and Leadership</i>	<i>Key Stakeholders Management</i>	<i>Project / Program Management</i>
<i>Budget Planning / Administration</i>	<i>Customer and Client Services</i>	<i>Analytics / Attribution Modeling</i>
<i>Time and Resource Management</i>	<i>Long-term Relationship Building</i>	<i>Internal / External Communication</i>

Career Experience ---**PINTEREST****2016 - Present**

Senior Partner Marketing Manager - Partnerships

- Established the strategies within engagement and retention for mid-market partners in the retail vertical.
- Analyzed and measured overall advertising effectiveness, and identified the incremental impact of various marketing strategies within the company suite.
- Developed and initiated successful marketing campaigns in tandem with clients in the retail and real-estate markets, to drive 9x YoY growth, increased company product adoption rate 10x above average, and drive \$X00k revenue.
- Successfully designed and executed custom audience media mix modelling to demonstrate company's incremental attribution weight in contrast to digital/offline platforms, in comparison to search and video.

GOOGLE, INC.**2010 - 2016**

Account Executive and Manager Hybrid - Large Customer Sales, 2014 - 2016

- Spearheaded digital marketing strategies and partnerships for the Williams Sonoma and American Eagle Brands, while managing annual revenue of \$X0MM, at a YoY growth rate of +52% across platforms.
- Facilitated and consulted C-level executives on superlative in-class digital experience, and implemented an attribution and omnichannel strategy to accommodate the shifting ecosystem.
- Expertly negotiated the partnerships with third-party entities to calculate the impact of mobile and video on consumer behavior both online and in store, while significantly growing the mobile revenue by +342% YoY, and video revenue +490% YoY.
- Synchronized with the product management and engineering teams to create attribution measurement solutions to measure digital exposure impact on consumer behavior.

Senior Account Manager - Large Customer Sales, 2012 - 2014

- Delivered ongoing strategic consultation to top west coast retailers, strengthened relationships with key stakeholders, and directed their strategy and execution across Google's platforms.
- Functioned cross-functionally with engineering on product developments for mobile search to positively impact user experience and retailer inventory, and grow top tier client investment by over \$XMM YoY.
- Identified trends in consumer behavior, forecasted investment opportunities and tracked changes in competitive performance in order to drive 20% YoY revenue growth for an \$X0M+ book of business.

Professional Experience Continued...

Account Manager - Mid-Market Sales, 2010 - 2012

- Effectively worked as a primary manager for a portfolio of 25 key retail accounts, and generated 15MM+ annually across Google's primary search, display, video platforms, and grew video investment 92% YoY.
- Directly coordinated with the client to create and pitch integrated data-driven business opportunities based on market size, trend analysis, and investment forecasts.
- Partnered with sales finance to launch a dashboard to track sales pipeline and opportunity identification, which started as a pilot for the team and scaled to the entire mid-market sector in the America.
- A first member of class of 100+ individuals to be promoted and honored with mid-market platinum award.

Education and Credentials ---**Williams College, 2006- 2010**

BA in Psychology, GPA 3.96 / 4.0

GMAT 780, 2014

Graduated Cum Laude, GPA 3.75 / 4.0

Academic All-American 2006 - 2010

1960 Psychology Scholars recipient

Writing Workshop Co-Chair

Women's Varsity Volleyball, 2006 - 2010

Elected Captain Jr. and Sr. Years

NCAA All American, 2008 and 2009

Student Athletic Advisory Committee President

JV Basketball and Indoor Track, 2006 - 2008

Active Participant in Big Sister Program Mentorship

Psychology Statistics Teaching Assistant

Technical Skills ---

Microsoft Office Suite, SPSS, Comscore, Quantcast, Google Analytics, Kenshoo, Marin, Omniture, Illustrator, Photoshop, SQL, Volleyball, Running, Soccer, Crossword Puzzles, Spanish, Knitting, and TED