

MARKETING STRATEGY | KPI OPTIMIZATION | APPLIED ANALYTICS | ML/AI | STAKEHOLDER MANAGEMENT

CAREER HIGHLIGHTS

- Spearheaded omnichannel digital marketing campaigns, increasing client conversion rates and **generating \$17M** in additional revenue.
- Led cloud-based platform migrations, optimizing marketing automation tools and **boosting digital engagement by 30%**.
- Implemented AI-driven content creation and analytics, enhancing workflow efficiency and **reducing processing time by 40%**.
- Proven track record in CRM and e-commerce platform strategy, driving a **25% increase in customer retention**.
- Adept at **aligning IT and business objectives** to enhance customer experience, optimize platform integration, and improve digital operations.

AREAS OF EXPERTISE

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| <ul style="list-style-type: none"> • Digital Transformation & Cloud Migration • Content Management Systems (Drupal, Acquia) • Agile Software Development & Team Leadership • Data Analytics & Performance Optimization | <ul style="list-style-type: none"> • Marketing Technology & Automation (Marketo, Salesforce) • Product Information Management (Informatica P360) • IT Security & Risk Management • Market Research | <ul style="list-style-type: none"> • CRM & E-Commerce Platforms (Salesforce CommerceCloud) • SEO & SEM Strategy Implementation • Stakeholder Engagement & Vendor Management |
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RELEVANT PROFESSIONAL OVERVIEW

BRANCH CHIEF OF ENGINEERING OPERATIONS, TECHNOLOGY TRANSFORMATION SERVICES (TTS)
DIGITAL MARKETING DATA ANALYST, GENERAL SERVICES ADMINISTRATION (GSA)

2023 - PRESENT

- Leads a team in planning, designing, and implementing enterprise-wide digital transformation initiatives.
- Provides technical and supervisory guidance, ensuring compliance with performance standards and policy.
- Consults with agency partners to drive IT modernization, balancing budget constraints, emerging technologies, and long-term growth potential.
- Applies expert IT and software knowledge to advise agencies on modern development methodologies, tools, and techniques.
- Develops strategic initiatives that enhance customer experience, improve digital engagement, and optimize platform integration.
- Incorporates equity and inclusion into staff development, retention, and training strategies.

DIRECTOR OF STRATEGY, COPYPRESS

2021 - 2023

- Spearheaded the development and implementation of an AI-driven content creation engine, optimizing enterprise marketing software.
- Managed strategic cloud adoption and integrated marketing automation tools, enhancing digital engagement.
- Led a cross-functional team to streamline content workflows, driving operational efficiency and scalability.
- Ensured compliance with responsible AI principles while overseeing ethical, social, and legal implications of AI-driven marketing.

DIGITAL MARKETING DIRECTOR/SECURITY AND CLOUD COMPUTING CONSULTING INITIATIVES, PINK INK EDITORIAL

2015 - 2021

- Led cloud migration projects, ensuring compliance with NIST-based supply chain risk management.
- Advised organizations on identity fraud detection and role-based access control (RBAC) strategies.
- Provided technical expertise in securing digital platforms and optimizing cloud-based marketing operations.
- Utilized AI techniques—supervised learning, reinforcement learning—in order to collect and predict within data for marketing segmentation.

EDUCATION & CERTIFICATIONS

Master of Science, Data Science & Analytics, WESTERN GOVERNORS UNIVERSITY (2023)

Bachelor of Science, Business Administration - Marketing, WESTERN GOVERNORS UNIVERSITY (2021)

Certifications: Google Analytics 4 (2024), Google AdWords (2021), Meta Marketing Science Professional (2022), Meta Media Buying Professional (2022), WGU Data Analytics Fundamentals (2022), Mammoth Interactive Advanced Video Analysis and AI Python App Development with OpenAI Vision (2023), Mammoth Interactive Mastering Business Automation with ChatGPT Prompt Engineering (2024)

TECHNICAL SKILLS

- **Programming & Data Analysis:** Python (NumPy, pandas, scikit-learn, TensorFlow, PyTorch, Keras), JavaScript, SQL (MySQL, PostgreSQL, SQLite), NoSQL (MongoDB)
- **Cloud & Infrastructure:** AWS, Google Cloud Platform (GCP), Microsoft Azure, Apache Hadoop, Apache Spark
- **Marketing & Automation Tools:** Marketo, Eloqua, Salesforce CRM & CommerceCloud, Informatica P360, Drupal, Acquia
- **Data Visualization & Analytics:** Power BI, Tableau, Jupyter Notebook, Matplotlib, Seaborn
- **Security & Compliance:** NIST-based supply chain risk management, identity fraud detection, RBAC