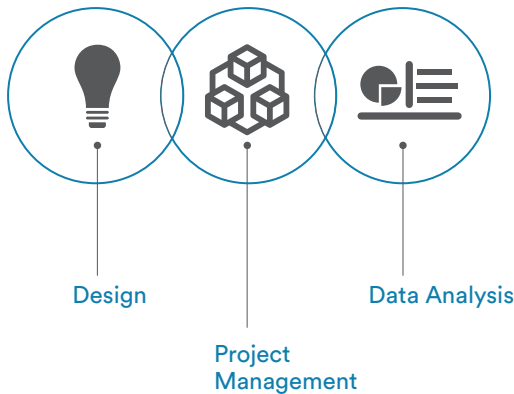


MISSION

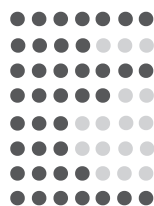
An integrative thinker with a creative yin and strategic yang, eager to develop with other innovative individuals in a forward moving company.

PROFICIENCIES



SKILLS

Adobe Photoshop
Adobe Illustrator
HTML
CSS
JavaScript
Ruby
UX
Microsoft Office & Keynote



PERSONAL PROJECTS & INTERESTS

Bushwick Collective, Website showcases graffiti from my neighborhood in Brooklyn

Bootcamp Hostel Skol Lá na Vila - São Paulo, Brazil, Twenty creative minds from all around the world come together to live, learn, create and celebrate.

Woodwork, Shelving I've built from scratch - stained, and varnished from inexpensive pine wood

Snowboarding, hiking, biking, coding, interior design, traveling and exploration

AFFILIATIONS

Baruch College Campus High School (BCCHS), Coding Club Mentor

Advertising Women of New York (AWNY), Young Executive Committee member

Beta Gamma Sigma, AACSB accredited honor society for graduating top 10% of class

Alpha Delta Sigma National Honor Society, sponsored by the American Advertising Federation

Alpha Chi National Honor Society

Tau Sigma National Honor Society

Phi Theta Kappa Honor Society

EXPERIENCE

Project/Product Manager - **General Assembly**

August 2013 - Present

Project managed GA's Front-End Web Development, User Experience Design, and Visual Design programs throughout all stages - from ideation to production to execution.

- Leads the production of a \$1M+ (annual revenue) educational product
- Plans project life cycle to ensure program margins exceed company goals (historically +3-5% over target)
- Manages 30+ front-end web development practitioners/instructors, recruits and onboards new hires
- Deep focus on quality of student experience, leading to highest Net Promoter Score (NPS) across all part-time programs (50+ NPS Q/Q, 2014)
- Informs product decisions with quantitative and qualitative data reports, used to implement refreshes in an agile environment
- Direct weekly touch points with cross-functional teams (Product, Sales, Instructor Development, Marketing, Community Management)
- Works bi-weekly with producers globally in 13 markets to define success and improve project management methods; mentors and onboards new producers

- Partnered with legal team to write a script that automates and increases efficiency of student contract processes, resulting in a massive reduction in time spent (50+ hours down to ~5 minutes); script written in Ruby
- Analyzed 2014 program retention by leveraging historical data in Looker and pulling database info related to student course drops, resulting in key discovery of the top reason for ~\$210k loss in company revenue

Associate Production Designer - **FreshNeck**

November 2012 - October 2013

Collaborated closely with CEO and web developers to design site banners, promotional graphics, and mailing inserts, in response to company branding strategy sessions. Accompanied in testing, analyzing, and delivering feedback on the web user experience during the launch of www.freshneck.com.

Community Manager - **Onevest (formerly Rock The Post)**

May - November 2012

Responsible for developing and executing external growth strategies and marketing events. Directed the organization of the company's community of web users. Worked with clients to curate and edit crowdfunding campaigns. Utilized storytelling and design skills to construct infographics of crowdfunding data.

EDUCATION

Pace University - New York, NY

BBA in Marketing, Summa Cum Laude, 3.8 GPA, May 2013

General Assembly - New York, NY

Product Management
Front-end Web Development
Back-end Web Development
User Experience Design

ACHIEVEMENTS

AAF 2013 National Student Advertising Competition, Created an integrated marketing campaign (**A Room Worth Sharing**) for the National Student Advertising Competition under the American Advertising Federation (May, 2013).

Crowdfunding: Saving the U.S. Economy [INFOGRAPHIC], Ideated, designed, and wrote copy for a crowdfunding infographic on behalf of **Rock The Post** that was published on **Forbes.com** (June, 2012).