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## MARKETING, PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS EXPERTISE

Adept at developing company narratives and delivering them to the right people in the right formats

Author of on-brand, on-voice marketing content in all forms, including sales & marketing collateral, web and advertising copy, executive thought leadership pieces, social media, business pitches, and crisis communications

A passion for the truth well told, Oxford commas, and subject-object agreement

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## EXPERIENCE & ACCOMPLISHMENTS

**WIDEORBIT** | San Francisco

2014 -

**Director, Corporate Communications and Public Relations**

First-ever dedicated communications executive for mature technology company with 600 employees and revenue of over \$130 million.

- Develop marketing content like press releases, case studies, white papers, web and advertising copy, lead generation campaigns, social media posts, blog posts, brand books, executive bios, FAQs, webinars, sales presentations, and crisis communications plans
- Consult on other company communications like recruiting materials, internal newsletters, customer service scripts, and system performance updates
- Earned media coverage and placed contributed content in publications like The Wall Street Journal, ANA Forward, Adweek, Ad Age, Broadcasting & Cable, Mediapost, and Ad Exchanger
- Conceive, produce, and collaborate with marketing team members on sales collateral like presentations, product one-sheets, web copy, and more
- Marshal content for company-owned events like executive summits and user conferences, including session outlines, recruiting & coaching speakers and moderators, and managing presentation creation
- Craft and execute original market research to provide a credible basis for follow-up white papers, blog posts, attention from media and industry analysts, and rich conversations with prospects
- Collaborate with marketing leadership, product marketers, and designers on major projects like company and product positioning, product launches, and web site relaunched
- Conceive, lead, and publicize webinars for prospects and current customers
- Write speeches and talking points, and coach executives on delivering them effectively
- Manage submission process for awards and executive speaking opportunities
- Manage content and social team; oversight of company voice in company owned media, including social media and blog

**TALLGRASS PUBLIC RELATIONS** | San Francisco

2012 - 2014

**Public Relations Executive**

Supervisor on multiple accounts ranging from pre-IPO 'unicorns' to early stage startups.

- Provided public relations support for IPO, funding and M&A activities for DocuSign and TubeMogul
- Secured client placements in major publications like BusinessWeek, The Wall Street Journal, The New York Times, Bloomberg TV, PC Magazine, PC World, San Francisco Chronicle, TechCrunch, USA Today, local television stations, and myriad vertical-specific outlets
- Wrote press releases, case studies, social media content, executive thought leadership articles blog posts and other public-facing material
- Placed speakers at highly-regarded conferences including Bloomberg Enterprise London, Eloqua Experience, VentureBeat GrowthBeat, and Event Technology
- Spearheaded new business efforts, recruitment, and team management

## PEOPLEBROWSR / KRED | San Francisco

2011 - 2012

### Marketing Communications Director

B2B and B2C communications for social analytics startup.

- Handled public relations, including journalist relationships, press releases, and story distribution
- Conceived and executed original social analytics studies resulting in placements in publications including The Wall Street Journal, Headline News and most major tech industry publications
- Supported sales teams with presentations, case studies, one-sheets, booklets and other collateral
- Managed and executed digital marketing initiatives, including SEM, SEO, web site copy, display advertising and email
- Oversaw social media community management on Twitter, Facebook, and blogs. Developed scripts and handbooks for social media team
- Event management, including securing speaking opportunities and executing thought leadership panels

## DOXAGLE | Oakland

2010 – 2011

### Principal / Consultant

Communications consultant for B2Bs and non-profits. Example projects included:

- For an SEO technology company: Developed and executed marketing content (blogs, press releases, case studies, white papers, etc.), sales collateral, trade show presences and bespoke conferences
- For an educational non-profit: Redeveloped web site, including site content for SEO and user training
- For a plastics manufacturer: Web site development, SEO, case studies, press releases, sales presentations.
- For a food brand representation agency: Communications support for company launch

## FUTURE US | South San Francisco

1999 – 2008

### Director of Marketing

2006 –

2008

Operated marketing department supporting ad sales teams with over \$50 million in revenue from the Games, Consumer Technology, Maternity, and Music verticals

- Developed marketing and sales collateral, RFP responses, e-mail campaigns, presentations and media kits, and facilitated client events
- Relaunched print, online, and video marketing materials
- Constructed creative briefs, wrote copy, and directed external vendors and production
- Created original market research to demonstrate the value of the company's audience
- Managed corporate communications

### Business Manager

1999 – 2006

- Designed and implemented strategic plans, five-year forecasts, annual budgets and monthly flash reports
- Partnered with publishers on P&L management, annual budgets and long-range forecasts
- Guided new product and market analysis for magazines, web sites and custom publications
- Identified and valued potential acquisition targets and advised on build-buy decisions

## UBISOFT ENTERTAINMENT | San Francisco

1997 – 1999

### Marketing Manager

- Led product launches for PC, handhelds, and console games
- Engaged advertising agency for company's first TV campaign
- Scouted, evaluated and secured third-party games for publishing

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## EDUCATION

**M.B.A.** University of Washington

**B.A.** University of California, Berkeley