

WORK EXPERIENCE

Collective Retreats

Dec. 2023 – Mar. 2025

Director of Marketing

Remote

- Led integrated performance and brand marketing strategies across paid, owned, and earned channels to drive measurable growth, brand visibility, and revenue—aligning closely with cross-functional partners to optimize impact.
 - Increased monthly web sessions by 69% and organic search traffic by 57% through enhanced SEO and content strategies.
 - Improved onsite conversion rates by 76% (driving a 197% increase in bookings) and drove an 838% increase in ROAS via targeted paid media campaigns.
- Oversaw all digital infrastructure—website, content, SEO, booking engine, PMS, and CRS—ensuring seamless experiences and measurable growth.
- Led the redesign and growth of *The Conservatory Collective*, an affiliate-style sub-brand of Collective Retreats, driving an 815% lift in monthly web sessions, and a 116% lift in onsite conversion.
- Built interactive dashboards for C-suite and stakeholders that aligned marketing KPIs with broader business outcomes.

Sagra

Aug. 2023 - Oct. 2023

Marketing Director

Remote

- Hired as an early-stage leader to build scalable acquisition engines across B2C and B2B verticals.
- Implemented advanced cross-domain tracking, website CRO, and full-funnel paid media architecture within 30 days.
- Company closed before campaign rollout.

Theo Agency

Mar. 2019 – Aug. 2023

Performance Marketing Director

Portland, OR

- Joined as employee #1 and played a key role in scaling the agency to over 40 employees by developing high-impact performance marketing offerings, securing marquee accounts, and building a foundation for sustainable growth.
- Led full-funnel digital strategy across DTC, B2B, and B2B2C clients, integrating paid media, MarTech, and analytics to launch and optimize campaigns that consistently delivered measurable ROI.
 - CrowdStreet Case Study: Drove +62% YoY acquisition growth at a 90% improvement in CAC
- Directed acquisition efforts across Google, Meta, OTT/CTV, and programmatic channels, while also overseeing CRM, email, and lifecycle marketing to maximize customer retention and long-term value for our clients.
- Collaborated with executive leadership to define and implement OKRs and SOPs, while creating proprietary automation tools to streamline testing, auditing, and reporting processes for greater operational efficiency.

Ansira (previously Sq1 Agency)

Feb. 2013 – Mar. 2019

Performance Marketing Director

Portland, OR

- Oversaw \$20MM+ in annual media spend across a portfolio of marquee clients, leading the development and execution of full-funnel strategies spanning brand awareness, lead generation, and retention.
 - Aflac Case Study: Improved B2C lead conversions by 194% and B2B leads by 257%, YoY on a flat budget.
- Served as a trusted advisor for clients navigating complex MarTech landscapes—guiding platform selection, integration, and optimization to unlock new performance opportunities and improve attribution clarity.
- Managed and mentored a team of four specialists and managers, fostering a high-performance culture focused on strategic thinking, data fluency, and continuous learning.
- Acted as the agency's subject matter expert in SEM, paid social, display, native advertising, and onsite optimization—regularly leading cross-functional initiatives and internal training.

EDUCATION

University of Oregon

Graduated in 2012

Bachelor of Science, School of Journalism & Communication

Eugene, OR

- Majored in Advertising (3.94 GPA)
 - Awarded 1st Place in capstone class *JCOM 461 Advertising Campaigns*, leading a full-scale campaign for a real-world client across research, creative, media strategy, and execution.
- Minored in Multimedia (3.80 GPA)
- Studied abroad in Spain, Italy, Greece, Croatia, Turkey, Egypt & Morocco in Summer of 2012

SKILLS

Growth marketing; demand generation; digital advertising (paid search, paid social, display); SEO strategy; funnel optimization; email marketing; media buying; lead generation; A/B testing; performance analytics; SQL (working knowledge); HubSpot; Salesforce; Google Analytics; Looker; Tableau; WordPress; landing page optimization; affiliate marketing; content strategy; marketing automation; brand development; B2B and B2C marketing; CRM management; campaign reporting; team leadership; cross-functional collaboration; storytelling and copywriting.