






925-285-8946
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About Me

As an expert in B2B Demand Generation for high tech companies, I have a unique ability to distill complex challenges down into bite-sized quick wins.

While I collaborate with diverse stakeholder groups to meet the immediate needs of Sales, I lay the foundation for our longterm growth strategy. I love what I do.

Technology

-  PC
-  Mac OS
-  MS Office Suite
-  InDesign
-  PhotoShop
-  Illustrator
-  Wordpress, HTML
-  Email platforms
-  Salesforce
-  Hubspot, SEO, SEM
-  Hootsuite, Radian6
-  Cision
-  Omniture, GA

Experience

Senior Manager, Analytics Cloud Campaigns

Salesforce.com, 2/15 - Current

- From top of marketing funnel to deal close, generate the awareness, leads and opportunities necessary to support attainment of goals for closed deals by product, segment, industry and country
- Work with creative, sales and product leads to plan and execute programs that progress and shorten the sales cycle
- Optimize campaign effectiveness by identifying program, tactic, offer and channel return on investment
- Direct creation and/or create new messaging and collateral
- Grow a world-class demand generation team
- Plan and manage \$10m+ annual marketing budget

Manager, Industry Campaigns

Salesforce.com, San Francisco Bay Area, 9/13- 2/15

- Developed and executed integrated marketing campaigns aimed at building brand equity in industry verticals

Director of Marketing

The Bay School of San Francisco, 6/12 - 3/13

- Defined and oversaw marketing strategies of new high school that quadrupled number of applicants and increased enrolled families's engagement by 10 percent
- Tripled brand awareness performance indicators
- Spearheaded creation and production of all print and digital materials, including video
- Overhauled and managed online presence, including websites, blog and social media
- Used analytics, surveys and focus groups to inform marketing campaigns
- Envisioned, managed and collaborated with leadership to produce mission-consistent internal and external communications and marketing campaigns
- Secured media placements with Today Show, US News & World Report, ed listservs
- Managed and hired communications and marketing staff, print and event vendors

Communications Officer

Para Los Niños in Los Angeles, 9/11- 6/12

- Same as above, but also promoted cause to corporate sponsors and elected officials
- Secured media placements with NPR and honors with Latino Business Awards
- Marketed and scripted events, including fundraiser garnering \$800,000

Marketing Coordinator

Artisan Partners in San Francisco, 5/07-7/09

- Prepared marketing materials and earnings reports for prospective investors
- Researched and managed database and filing system for hundreds of companies

Touring Musician and Band Manager

United States, 8/05-12/11

- Produced and marketed four albums with one band; lived off constant national touring
- Managed monthly events for West Coast Songwriters Assoc. (Hollywood, Bay Area)

Teacher – Foreign Language and Literacy

Pleasant Hill Middle School, 8/04-8/05

- Taught four different levels of Spanish and French to 200 students

Education

UCLA

B.A. in English (6/04)

- NCAA champion in waterpolo
- Achieved Spanish fluency

USF

M.B.A. (12/09)

- 3.9, Beta Gamma Sigma
- National Business Plan Competition - USF Rep
- Paid researcher and TA