

HEADLINE

Dynamic Product Marketing Manager and Executive Coach with 10+ years' experience driving marketing strategy, campaign execution, and business growth across technology, SaaS, and digital platforms. Proven leader in direct-to-consumer (DTC) marketing, AI-powered workflow optimization, and cross-functional team collaboration. Expert at leveraging data-driven insights, personalization, and innovative technology to accelerate subscriptions, minimize churn, and deepen customer engagement.

KEY SKILLS

- DTC Product Marketing Strategy
- Campaign Development & Execution
- Brand Strategy & Media Planning
- AI-Powered Automation & Personalization
- SaaS Operations & Implementation
- Cross-Functional Team Leadership
- Stakeholder & Partner Management
- Data Analysis & Insight Translation
- Creative Briefing & Asset Delivery
- Subscription Growth & Churn Minimization
- Project & Time Management
- Executive Communication

ACCOMPLISHMENTS

- Led go-to-market strategy and execution for multiple SaaS and digital marketing campaigns, increasing subscription rates by 40% and reducing churn by 25%.
- Developed and optimized cross-channel promotional plans, leveraging AI and data analytics to deliver personalized, fan-first campaigns and deepen user engagement.
- Managed creative asset delivery and campaign execution across digital, social, and owned media, resulting in a 50% increase in campaign effectiveness and user satisfaction.
- Collaborated with internal and external partners—including product, consumer insights, and media teams—to ensure campaign alignment and delivery against business goals.
- Mentored and led junior team members, fostering a collaborative, high-performance culture.
- Designed and implemented onboarding and SaaS training programs, improving operational efficiency and customer retention.
- Utilized Lean methodologies and AI-powered workflows to streamline processes, increasing operational efficiency by 20% and improving ROI by 30%.

PROFESSIONAL EXPERIENCE

2010 – Present

Task At Hand Consulting LLC | Inward2Onward Executive Coaching, Phoenix, AZ
Product Marketing Manager | SaaS Business Coach | Digital Marketing Strategist

- Led DTC product marketing initiatives for 300+ clients, focusing on campaign strategy, execution, and optimization for subscription-based and tech platforms.
- Developed and executed multi-channel marketing campaigns, utilizing AI-driven insights and personalization to increase engagement and accelerate subscriptions.
- Managed creative asset development, briefing, approvals, and delivery across owned and paid channels.

- Collaborated with cross-functional teams and external partners to inform audience strategies and ensure campaign alignment.
- Designed and delivered over 25 tailored coaching and training programs, improving executive performance and strategic decision-making.
- Implemented marketing automation and SaaS solutions, enhancing operational rigor and accuracy.
- Analyzed campaign and user data to inform optimization strategies and measure campaign impact.

2013 – 2014

Santa Monica College | SBA/SBDC, Santa Monica, CA

Small Business Advisor

- Provided strategic marketing and business consulting to 100+ entrepreneurs, driving a 30% increase in successful business certifications and supporting business growth through data-driven advising.

EDUCATION

- AI-Powered Workflows & Automation Certification, University of Arizona
- Email Marketing Strategist Certification(s), DigitalMarketer Academy
- Mentor Coach Certification Training, Goldvarg Consulting Group
- ICF/ACTP Professional Coach Training Certification, Center for Nonprofit Management
- Mentoring/Nonprofit Program, Fordham University, Graduate School of Social Service
- Executive Management/Leadership, Cornell University, School of Industrial & Labor Relations

PROFESSIONAL DEVELOPMENT

- Proficient in Adobe Creative Suite, marketing automation tools, and digital analytics platforms.
- Extensive experience with SaaS platforms, DTC business models, and emerging AI technologies.

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