



CONTACT

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EDUCATION

Reforge

Retention + Engagement
Fall 2018

General Assembly

Data Analysis Circuit
Spring 2017

Front-End Web Development
Summer 2015

University of Florida

B.S. in Journalism, May 2014
Concentration: Art History

SKILLS

HubSpot
Movable Ink
Adobe Creative Suite
WordPress
Salesforce
JIRA
HTML/CSS/JavaScript
Inbound Marketing
Excel

EXPERIENCE

Demand Generation Marketing Manager HubSpot

July 2017 – June 2019

- Created a global email program, trained teams on best practices for email strategy, copywriting for email, QAing, and email reporting
- Owned relationships with third party email technologies
- Implemented lifecycle email campaign programs for onboarding, monetization, retention, and re-engagement.
- Rebranded and designed HubSpot's email templates, leading to increased engagement by 30%
- Ensured database health

Demand Generation Associate Marketing Manager HubSpot

Jul 2016 – Jul 2017

- Cut HubSpot's email sends by 50%, while increasing opens and engagement by 30%
- Streamlined and scaled the email process to include all English primary markets
- Ran a software evaluation and onboarded third party email technologies
- Completed HubSpot's Emerging Leaders program
- Oversaw the North America prospect nurturing program
- Oversaw email sends and strategy for the English speaking audience
- Rolled out the Messenger program in North America
- Launched the strategy for small business nurturing automation

Support Engineer HubSpot

October 2014 – July 2016

- Contributed to the frontline support team and exceeded monthly productivity targets. Awarded most effective award of Q2 2015.
- Acted as a team lead for support members. Conducted weekly one-on-one meetings with feedback on daily tasks. Assisted team members with difficult casework.
- Lead the @HubspotSupport Twitter handle and team. Grew followers by over 1000 in less than a year.
- Built a grading website and streamlined the process of grading the HubSpot Certification Practicum, making the process fully digital. Graded HubSpot Certification Practicums daily.