



EXPERIENCE

- PROGRAM MANAGER, INTERNAL COMMUNICATIONS & EMPLOYER BRAND
Crunchyroll (Sony Group) | June 2023 - Present
 - Manage a \$1 million yearly budget to plan a twice-annual global conference for the company's VP, SVP, and C-suite leaders in direct partnership with our CEO and COO. Produce 2 full days of content for each event in collaboration with Sony.
 - Organize monthly company All Staff meetings for 2,000+ global attendees across 15 offices with live translation in 5 languages.
 - Drive regular collaboration on ongoing projects with Product, Engineering, Legal, Marketing, & PR/External Communications.
 - Established and oversee an event agency, three design agencies, a videographer, and a global travel service.
- PROGRAM MANAGER, INTERNAL COMMUNICATIONS & RECRUITMENT MARKETING
Marqeta | Dec 2021 - May 2023
 - Built a recruitment marketing function from 0-1 across 5 countries; managed a 6-figure budget for ad spend, photoshoots, & events.
 - Established strategic relationships and executed cross functional projects with Marketing, PR, Learning & Development, and DEIB.
 - Promoted to lead internal comms for the company's first acquisition; increased positive external employee sentiment by 8x.
 - Designed a net-new employee onboarding series, which included 9 simultaneous live virtual welcome events with a 90 NPS.
- HEAD OF TALENT COMMUNITY
Contrary Capital | Nov 2020 - Dec 2021
 - Grew a community of early-career founders & engineers by over 300% while reducing cohort admittance time from 6 to 2 weeks.
 - Planned a 250+ member in-person, 3-day conference, achieving an NPS of 95 and zero COVID cases reported afterward.
 - Facilitated 220+ 1:1 connections, 30+ members hired to in-network jobs, and supported 3 direct investments by the firm.
- TALENT BRAND MANAGER, II
Samsara | Oct 2019 - May 2020
 - Led employer brand content strategy, oversaw content development, and grew Talent content readership by 45% in 4 months.
 - Designed and launched a new EVP & Careers site featuring net new photography, video content, and role discovery tools.
 - Scaled recruiting events by designing new event invite templates and building an attendee-tracking CRM in Airtable.
 - Built a "Candidate and Employee Experience" dashboard with the Glassdoor API to track movement of brand sentiment.
 - Developed cross-functional partnerships with Customer Marketing, Engineering Ops, Recruiting Ops, Sales and Growth.
 - Inerfaced with executive leaders from Sales, Engineering, & Marketing to establish hiring campaign strategies for each vertical.
- MARKETING ASSOCIATE
Airtable | May 2018 - Oct 2019
 - Led launch marketing for 3 new features—wrote case studies and developed product videos in partnership with an ad agency.
 - Managed a \$4 million swag budget. Implemented a 3rd party swag platform and launched an ABM program.
 - Overhauled the webinar marketing program, updating the content and invite funnel to generate marketing qualified leads.
 - Planned and executed Airtable's first tradeshow marketing event (VidCon), executive speaker events & panel appearances.
 - Generated art and copy for paid social, email newsletter placements, and podcast ads. Negotiated in-kind ad sponsorships.

For additional career experience from 2015-2018, please review my [LinkedIn](#).

EDUCATION

UNIVERSITY OF NORTH CAROLINA at CHAPEL HILL
BS in Marketing & Consulting | History Minor

1st Place, Carolina Create-a-thon Design Thinking Competition
2x Business Excellence Fund Scholarship Recipient

SKILLS

CREATIVE TOOLS | Illustrator, Photoshop, Figma
DESIGN | Presentations, Landing Pages, Websites
WRITING | Copywriting, Editing, Blog Posts, Social
PROJECT MANAGEMENT | Airtable, Asana, MS Excel