

PRODUCT OWNER

**Medialytics** | January 2016 - Present

Medialytics is a multi-platform video analytics dashboard that automatically collects your data.

- Collect data from interviews, surveys, and site recordings to create user stories and roadmap.
- Create A/B tests and analyze using MySQL, Heap, Hotjar, and Google Analytics.
- Work with engineering to understand benefits, constraints, and trade-offs of possible options.
- Learned Rails, Vue.js, HTML, CSS, and server management to contribute to development.
- Grew user base to +180 by talking with potential users at conferences and online communities.

**Strahlen** | December 2012 - January 2015

Strahlen manufactures high output, high quality LED lights for use in video production.

- Worked with local rental house and filmmakers to test and develop prototypes.
- Learned CAD and 3D printing to rapidly create cost-effective, iterative designs for testing.
- Ran successful crowdfunding campaign to fund a production run of 2 different models.

ADDITIONAL EXPERIENCE

**Freelance Marketer** | March 2017 - Present

- Colonial Trading Co - manage ecommerce platforms and marketing channels to grow revenue.
- Bosworth Place - develop web presence, photography, digital ads, and marketing materials.
- ReferralMob - write and produce product tutorials and company explainer videos.
- Animus Studios - edit client video pieces for social media and company website.
- Various clients - individualized video production consulting to produce better videos.

**Booster (Custom Ink Fundraising)**

Booster makes it easy to raise money and awareness using t-shirts and custom-printed apparel.

**Digital Media Marketing Specialist** | March 2015 - March 2017

- Created in-house studio and developed video marketing strategy in line with company goals.
- Measured and reported on video KPIs, incorporating qual/quant feedback to improve content.
- Owned the creative process of curating and developing ideas and visual style across platforms.
- Collaborated across departments to create content that helped customers and our teams.
- Produced and shot documentary-style customer success stories (Big Fluffy Dog Rescue).
- Created a variety of video/photo assets for company fundraising initiatives (B-Cause: Pets).

**Rokenbok (Kid Spark Education)**

Rokenbok is a STEM-based education program for young makers who design, experiment, and create.

**Media & Marketing Specialist** | January 2013 - February 2015

- Managed promotional and transactional email campaigns and triggers.
- Designed and coded emails using HTML, CSS, and Photoshop.
- Reported on buyer conversion through YouTube using Google Analytics tracking/tagging.

**Videographer/Photographer** | June 2012 - January 2013

- Developed +40 product videos that have accumulated +43M views on YouTube.
- Designed and maintained custom YouTube channel to increase retention and conversion.
- Shot product and lifestyle photographs of +30 products for use in advertising and packaging.

EDUCATION

**Juniata College - BA in Digital Media Arts** | Graduated 2012

Encompassed video production, business, marketing, photography, design, and art history.

ACHIEVEMENTS

MIT Global Entrepreneurship Bootcamp | Brisbane, AUS | 2017 | Class 5

Startup Leadership Program | Boston Chapter | 2017-2018 | Fellow

Robotics Team | Torrey Pines High School | 2014-2015 | Mentor

SKILLS

App/Web Analytics      Content Strategy      Video & IT Consulting      Story/Content Writing

TOOLS

CSS/HTML/JS      Ruby on Rails      Trello/JIRA      Adobe CC