**SKILLS**

**Strategic**: Mobile UA (CPI/CPA), Retargeting, ASO, SEO, Paid Social/Search  
**Tools**: Tableau/Looker, Notion, AirTable, MMPs, ComScore, Snowflake, R, SQL, + more

**EXPERIENCE**

**Truebill – San Francisco, CA  
 Senior Growth Manager (May 2021 – Present)**

* Managed a team of UA buyers across digital and OOH verticals with a $150K-$300K daily spend
* Drove UA efforts and emerging channels and helped grow Truebill valuation to $1B+
* Owned creative analysis for all ads across all channels and presented learnings to creative team

**Public.com – New York, NY  
 Lead Manager - Performance Marketing Manager (Nov 2020 – May 2021)**

* Owned UA strategy & implementation across paid social, paid search, ad networks and DSP channels
* Scaled up from $100K/month to $2M/month spend while maintaining efficient CPAs and hitting depositor goals
* Storyboarded ad ideas and worked with internal and external creative teams to build out new UA assets

**NBCUniversal – New York, NY  
 Senior Performance Marketing Manager – Corporate Strategy & Insights (Jan 2018 – Sep 2020)**

* Established WatchBack LLC– a rewards-based VOD service for Comcast NBCUniversal
* Directed UA with a tight $500K/month spend across paid social & search
* Added permanent C3/L7 rating lifts of 10%+ to all Nielsen-measured TV shows featured in WatchBack
* Managed a team of 4 (2 associates, 2 pages) on performance marketing and analytics projects
* Created a partnership with Fandango to power WatchBack in-app rewards program
* Verified data compliance for CCPA, VPPA, COPPA & GDPR on WatchBack & Peacock across all platforms
* Negotiated licensing rights for movies and shows for WatchBack & Peacock with major studios

**MobilityWare – Irvine, CA  
 Senior User Acquisition Manager (Feb 2015 – Jan 2018)**

* Managed UA for 6 mobile game titles, with $1.5M monthly UA spend
* Grew Solitaire Suite DAU from 900K 🡪 2.3M while increasing suite-wide LTV with $15M/year budget
* Grew Cross Promo from 40K/month 🡪 500K/month, saving the company >$12M/year in marketing costs
* Grew Solitaire Suite LTV 12% and DAU 30%+ YOY for 3 straight years

**EDUCATION**

**California State University Fullerton 2013 – 2015  
 Master of Science: Applied Mathematics (Statistics) Summa Cum Laude**

**University of California Irvine 2008 – 2012  
 Bachelor of Science: Applied Mathematics Summa Cum Laude**