

GLOBAL CREATIVE DIRECTOR | BRAND STORYTELLER | DIGITAL MARKETER | ABM STRATEGIST

I am a driven, collaborative marketing leader with a 14+ year record inspiring innovation in B2B and B2C experiences, boosting branding, revenue, and loyalty. I excel in building and scaling in-house teams, delivering seamless omnichannel brand experiences that drive revenue and support growth.

My expertise spans brand leadership, creative design, ABM, content strategy, and digital marketing. I'm skilled in brand storytelling, fostering positive team cultures, and leading creative strategy for accelerated marketing pipelines. My leadership centers on empathy, compassion, and genuine humanity.

PROFESSIONAL EXPERIENCE

- Aug 2022 - Present

● Creative Strategist | Appian **McLean, VA**

A \$2B+ PaaS global company that builds enterprise software applications focused on low-code development, process mining, business process management, and case management.

 - Leads a team of five experts in digital creative strategy and brand development, specializing in crafting highly personalized, engaging Account-Based Marketing (ABM) experiences tailored to top-tier accounts, encompassing net new prospects, existing customers, and valued partners.
 - Champions the brand standards and creative operations yielding high-impact work that drives the acceleration of the marketing-sourced pipeline, resulting in over \$63.2M+ in 2023.
- Feb 2020 - Aug 2022

● Senior Director, Creative Marketing | WorkForce Software **Livonia, MI**

A \$500M+ SaaS global company and the first global provider of an integrated employee experience and workforce management solutions.

 - Led a diverse creative team of ten with five direct reports responsible for personalized ABM experiences, campaigns, brand strategy, website design and production, and event branding while supporting net new and geo expansion go-to-market strategy (e.g., 121% in-market accounts and \$17.2M+ ABM ARR in 2022).
 - Spearheaded the global brand refresh across all channels, including a digital web redesign, five new international microsites, 1200+ assets, and the advancement of brand standards in support of the Foko Retail acquisition and pipeline acceleration in 2022.
 - Collaborated with C-suite and leadership while driving the digital design and content strategy contributing to accelerated marketing-sourced pipeline (e.g., \$42M in 2020, \$87M in 2021, and \$68M+ in 2022).
- Jan 2017 - Feb 2020

● Senior Marketing Manager | Magnit **San Francisco, CA**

A \$2B+ SaaS and services pioneer in contingent workforce management that helps global organizations address the cost, risk, talent, and quality issues in managing their contingent workforce.

 - Managed a team of three individual contributors while leading the creative marketing strategy including corporate brand, product marketing, content strategy, ABM, and visual brand storytelling.
 - Worked directly with C-suite and cross-functional teams to drive hands-on digital design initiatives including a global brand refresh while scaling the creation of 600+ assets and doubling product adoption in 2018 through a series of integrated global go-to-market campaigns and 30+ on-site client events.
- Aug 2016 - Jan 2017

● Marketing & User Experience Manager | AGERpoint **New Smyrna Beach, FL**

An innovator in geospatial intelligence that develops technologies to digitize, analyze, and comprehend natural habitats.

 - While reporting to the CEO and CFO, established the corporate brand vision, digital content strategy, and user-experience design standards resulting in \$1.2M venture funding.
- Nov 2013 - Sep 2016

● VP Experience Designer | Citi **Jacksonville, FL**

A global diversified financial services holding company with specialization in banking and financial solutions. Citi FinTech is a startup inside the Global Consumer Bank dedicated to creating innovative mobile-first solutions.

 - Crafted innovative design solutions resulting in end-to-end brand experiences across all channels for Citi FinTech and Citi Global Consumer Bank, including the digital UX design strategy for the redesign of the Citi mobile app and Citi Cards website resulting in double-digital growth.
 - Supported the development of a global digital design language resulting in the enhancement of 150M+ customers' digital experiences across multiple channels in over 160 countries.

Aug 2011 -
Nov 2013

● **Director of Marketing | HomeASAP**

Jacksonville, FL

A \$55M+ SaaS startup offering a broad portfolio of integrated application services to help connect home buyers and sellers with real estate agents.

- While reporting to the CEO, managed three department teams with ten direct reports to lead the digital marketing strategy, brand standards, user experience, advertising, social media, and public relations resulting in increased brand awareness, customer adoption, and revenue.
- Led SaaS product and corporate marketing strategies increasing customer base by 355K+ and sales profits by 21%, both in less than two years.
- Owned annual advertising budget of \$50K per year resulting in 200+ qualified sales leads and increase of customer adoption across multiple channels.

May 2008 -
May 2012

● **Founder & Creative Director | Lavanya Yoga & Wellness**

Gainesville, FL

Founded a mobile yoga and wellness studio focused on providing custom yoga classes and nutrition counseling based on personal health goals.

- Owned the creative vision, marketing and sales strategies to target new customers, generate leads, and increase profits (e.g., increased revenue by 74% between 2009 and 2012).
- Managed SEO, social media strategy, and content marketing, resulting in increased website traffic year-over-year for five years (e.g., increased website traffic by 64% between 2009 and 2011).

Feb 2006 -
Feb 2009

● **Digital Project Manager | Three Five Two**

Gainesville, FL

A digital product development agency specializing in user experience design, agile custom web development, and growth-centric digital marketing.

- Managed 50+ web development projects while supporting product development in the creation of content marketing, information architecture, and user-experience design deliverables for a diverse portfolio of clients.
- Partnered with sales, design, and development teams to successfully deliver client projects and upsell existing customers resulting in increased company revenue.

VOLUNTEER EXPERIENCE

Jun 2014 -
Present

● **Volunteer Surf Coach | Special Olympics**

- Train Special Olympics surf athletes of all ages and levels to prepare for regional/state surfing competitions.

Jun 2014 -
Jun 2016

● **Volunteer Surf Coach | Wounded Warrior Project**

- Provided surf therapy and coaching to veterans to help them overcome the challenges they face as they transition back into civilian life.

EDUCATION & SKILLS

A.S. Digital Media Technology | Santa Fe College, 2011

B.S. Advertising, College of Journalism and Communications | University of Florida, 2005

Skills | Team Leadership, Creative Direction, Digital Marketing, Advertising, Design, and Content Strategy

Tools | Adobe Creative Suite, Figma, Final Cut Pro, Ceros, Folloze, DemandBase, and Microsoft Office Suite

Training | IDEO Design Thinking, Pragmatic Marketing, and Cooper Customer Experience Strategy