

## SUMMARY

Social, paid media and influencer marketing leader with 11+ years of experience driving brand growth, customer acquisition and performance outcomes for enterprise and high-growth brands. Proven ability to build and scale social-first, creator-led and paid media programs across Meta, TikTok, YouTube, LinkedIn and emerging platforms. Trusted partner to executive, brand, growth, analytics and legal teams with a strong track record of team leadership, operational rigor and measurable ROI.

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## CORE EXPERTISE

Paid Social & Performance Marketing • Influencer & Creator Programs • Social-First Growth Strategy (Meta, TikTok, YouTube, LinkedIn, Reddit) • Media Planning & Budget Ownership • CAC & ROAS Optimization • Enterprise & DTC Marketing • Cross-Functional Leadership • Measurement & Reporting • Agency & In-House Leadership • Brand & Demand Integration

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## PROFESSIONAL EXPERIENCE

### **dna Communications (Remote) | Account Director, CX – Digital | 10/2024 – Present**

- Lead multi-channel social and digital strategy for healthcare and enterprise clients
- Own integrated program execution across paid social, organic and content, managing budgets and timelines
- Develop scalable content frameworks, editorial models and optimization plans to improve reach, efficiency and ROI

### **LifeSci Communications (Remote) | Associate Director, Digital Strategy | 06/2023 – 10/2024**

- Managed paid media budgets up to \$300K/month, including forecasting, pacing and performance optimization
- Built omnichannel measurement frameworks and executive-ready reporting tied to business and brand KPIs
- Managed and mentored social and digital team members, driving platform innovation and best practices

### **Lowe's Companies, Inc. – Consultant, Influencer & Affiliate Marketing (Remote) | 04/2023 – 12/2023**

- Led enterprise-scale influencer and affiliate programs, managing external agencies and internal stakeholders
- Negotiated creator contracts, usage rights, and performance incentives in partnership with Legal and Procurement

### **LaunchSquad (Remote) | Director, Communications & Belonging | 10/2021 – 03/2023**

- Owned brand, social, and internal communications strategy across LinkedIn, Instagram and owned channels

### **Wayfair – Consultant, Organic Social Media (Remote) | 12/2021 – 05/2022**

- Supported organic social strategy and content operations for Wayfair, Joss & Main, Perigold and Birch Lane

### **Midan Marketing (Remote) | Associate Director, Social Media & Content | 09/2019 – 09/2021**

- Led a 10-person social, influencer and content team across paid, organic and creator programs
- Built and scaled the agency's influencer marketing offering, including sourcing, contracting and ROI measurement
- Managed paid social budgets and platform strategy across Meta, TikTok, LinkedIn and YouTube

### **Earlier Experience: Red Ventures (Enterprise Digital Marketing) • FleishmanHillard (Global PR & Digital Agency)**

Progressive leadership roles in social, paid media, influencer marketing and digital strategy

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## EDUCATION & CERTIFICATIONS

MA, Communication Studies – University of North Carolina at Charlotte | BA, Communication Studies – University of Georgia