

Summary ▶

Recent graduate of Metis' Data Science program with advanced data analytics and machine learning skills. Prior to data science, 15+ years of experience in marketing, project management, research, and analysis spanning the non-profit, corporate, and government sectors.

Experience ▶

Metis

Data Scientist

May 2020 to Sept. 2020

Metis is a 12-week intensive bootcamp that focuses on tackling real-world projects with a range of data science tools and models. Projects included:

- **An Analysis of Presidential Speeches:** With application of natural language processing & unsupervised modeling, examined and analyzed the sentiment, sophistication of speech, and topics of all US Presidents based on their presidential speeches.
- **Predicting High Blood Pressure:** Through employing a range of quantitative and qualitative data from the CDC's National Health & Nutrition Examination Survey, built a classification model to predict whether a person has high blood pressure.
- **COVID-19's Impact On Car Accidents in US:** Using classification modeling and big data analysis tools, examined shifts in frequency and severity of car accidents during the stay-home periods in the US to identify any positive or negative effects

Freelance

Marketing, Research, and Web Development

Jan. 2020

- Consumer research from top to bottom: strategy, survey development, outreach, and analysis. Clients included Fair Trade USA.
- Web Development for small businesses. Clients included ojalaconsulting.com

Indigo Ag

Director of Marketing

Oct. 2019 to Mar. 2020

- Identified improvements for the company's data management system that enabled stronger segmentation and improvements to the company's CRM methodology.
- Developed implementation strategy to meet this need, as well as worked with cross-functional teams to develop centralized data sharing system through Salesforce.
- Audited marketing performance reporting system to identify gaps & opportunities for elevating insights that were critical to develop impactful marketing strategies with clear KPIs.

Fair Trade USA

Director, Marketing & Communications

Sept. 2015 to Oct. 2019

- Leader of Fair Trade USA's Marketing & Communications team that is responsible for B2C, B2B, and B2B2C marketing, and overall brand of the organization.
- Primary responsibilities in strategic development, branding, process & content management, and performance analysis.
- Oversaw acquisition and activation of millions of consumers nationwide, and supports the +1,200 businesses selling Fair Trade products.
- Achievements include implementing a new analysis & reporting system that led to new branding and targeting for organization and increasing annual B2C campaigns by over 500% in frequency and reach that also doubled partner participation.

Education ▶

The University of Edinburgh

2013 to 2014

Master of Science (MSc) Environmental Studies

Boston University

2001 to 2005

Bachelor of Science (BS) Communication

Skills ▶

Computer Languages

Python
SQL

Machine Learning

Linear Regression
Supervised & Unsupervised Classification
Natural Language Processing

Research

Qualtrics
Survey Monkey

Marketing

Branding
Digital
Website Development
Strategy

Project Management

SmartSheets
JIRA
Asana
TaskRay
Scrum
Agile

Analytics & Visualization

Tableau
Matplotlib

Experience (cont.) ▶

ICLEI USA

Communications Officer

Jan. 2015 to Sept. 2015

- Head of all communications for ICLEI USA that served over 70 local government's climate plans, and engaged the public in supporting local climate action.
- Responsibilities included strategic planning for national & global campaigns, content development, PR, graphic design, website redesign & management, social media, front-end engineering, email, video, and performance analysis of all communication tools used by the organization.
- Developed new communications guide and website for USA division that increased local governments' climate action and led in the public release of a new carbon-counting tool recognized worldwide.

ecoAmerica

Marketing Manager

Jan. 2011 to July 2013

- Oversaw the marketing and built platforms for ecoAmerica and its programs that set the base of American support for the environment and action on climate.
- Marketing for ecoAmerica and its programs included: outreach materials, partnership relations, hosting and promoting 80+ attendee conferences, daily blog posts, website development, email, video, and social media.
- Managed partnerships with organizations and companies including The Nature Conservancy, Disney, and REI.

Gap Inc.

Associate Marketing Manager

Nov. 2007 to Dec. 2010

- Directed strategy, managed execution, and analyzed performance against sales projections for Gap's retail website & email marketing.
- Built seasonal campaigns and oversaw daily execution of work in accordance to business objectives for Gap's Adult divisions: Men, Women, Body, and Project(REDD) partnership.
- Worked closely and collaboratively with cross functional divisions: store marketing, PR, inventory management, merchandising, creative, and web engineer teams to determine best approach for reaching customers and meeting sales goals.

Tribal DDB

Account Executive

Sept. 2005 to Nov. 2007

- Led and managed large-scale online marketing presence for CPG, banking, search engine, and broadcast media companies.
- Project portfolio includes: websites, advertisements, viral marketing, online sweepstakes, and mobile.
- Client side relations with PR, consumer promotions, and research departments.
- Agency side relations with project management, creative, and developer departments.