

Summary

Driven to transform how humans experience products and services that align with company goals to drive revenue, I have helped over 200+ entrepreneurs, small companies, startups, and enterprises see the benefits of branding, user experience, and intuitive design in digital, experiential space for new technologies (AI/Blockchain), and sustainable products.

Using data to optimize customer journeys, I empathize with people and organizations, identifying suitable mediums to enrich lives. Leading with transparent and authentic communication, I advocate for companies to empower consumers, advancing stakeholders and investors objectives.

Experience Highlights

The Alfam

(Award Winning Creative Studio / 200+ Clients)

Founder

May 13 - Present

- Founded award-winning and highly rated creative agency, spearheading over 200+ websites, mobile apps, and experiential projects, managing over 30 designers, developers, brand architects, marketing specialists, and content creators globally
- Discover, gather information, and evaluate short-term and long-term goals with clients, identifying scalable high-level optimal solutions for products, delegating the best teams to produce superior outcomes and ROI
- Oversee the product strategy, roadmap, processes, and marketing programs in coordination with internal and external third-party vendor partners, presenting accomplishments to clients
- Consult on brand & market-fit growth opportunities, value-based pricing, providing recommendations and AI automation solutions to optimize sales and marketing campaigns for product success, boosting Customer Experience
- Advocate for client empathy and their consumers, enabling teams to leverage KPIs, OKRs, and other metrics derived from user feedback as well as A/B and multivariate testing to improve intuitive products
- Verticals include Lifestyle, Beauty, Entertainment, Hospitality, Real Estate, Education, and FinTech. Clients include startups, entrepreneurs, SMBs, and Enterprise organizations' internal products. Specialties include Branding and UX/UI, engaging in Web3, including Blockchain and AI.

Capital Group

Product Consultant

May 22 - Aug 22

- Created a variety of customizable presentations for managers and C-Suite executives
- Improved presentation visual design based on input from management teams and the inclusion of detailed technical knowledge, content, and data

BlackRock

Product Consultant

Dec. 18 - Jan. 21

- Produced multiple product designs, sales collateral, and UX/UI features for internal platforms and presentations for C-Suite executives
- Gathered requirements and led user flow & journey to design data analysis dashboard models for the internal platform and accent features
- Enhanced design aesthetics of complex technical information, content, and data for the platform collaborating with development and management teams
- Consulted with developers on feedback case studies with recommendations on design aspects to improve the user experience

Refinery29

(Acquired by Vice Media)

Project Manager

May 19 - Jul. 19

- Collaborated with cross-functional teams in DevOps, Product, Content, and 3rd Party to plan and deliver the initial product migration objectives, roadmap, and objectives to stakeholders
- Managed the backlog at Refinery29.com, transitioning from a proprietary CMS to a customized WordPress on AWS
- Reorganized JIRA tickets and user stories to facilitate sprint planning for the development and transfer process while tracking vendor velocity reports
- Aided in educating the R29 writers and editors on the new WordPress capabilities and features

VS+

(Beauty Magazine)

Product Marketing Manager

Jul 11 - Apr. 13

- Managed the life cycle of the company's most engaging products, from strategic planning to tactical activities working closely with cross-functional teams in Product, Design, Social, Content, and Sales
- Responsible for 5 product launches implementing go-to-market strategies for the social community, online store, VS+ video series, a personalized beauty recommender, and user-generated natural recipe solution system, resulting in 78% website traffic
- Participated in the company's rebrand, including redesigning the logo, website layout, content, copy, merchandise, product pages, advertisements, presentations, product collateral, and trade show materials
- Established the company's first brand ambassador program, partnering with influencers, beauty brands, and giveaways
- Supported interns on high-volume content creation, brand messaging and positioning, creating compelling marketing and sales collateral, and providing subject-matter beauty expertise
- Developed questionnaires, outlines, surveys, and other textual communication for market research to improve the Customer Experience by monitoring and organizing online celebrity features, interviews with beauty influencers, and user feedback
- Contributed to a 58% increase in revenue over two years by restructuring the marketing strategy, plan, and core platform features, evaluating and presenting insights, analytics, and industry trends

Wizdom Audio Visual

(HiFi Audio Visual Production & Design Services)

Digital Marketing Manager

May 10 - Jul. 11

- Gathered requirements and defined marketing strategy with a detailed roadmap for a new optimized website for lead generation
- Oversaw design, functionality, and performance while spearheading rebranding and marketing operations to establish a market-fit platform
- Resulted in a 27% increase in sales after funneling SEO, SMM (Twitter, Facebook, Yelp, and Instagram), SEM, and email marketing efforts
- Presented progress reports to the management team and collaborated closely to improve the marketing strategy and roadmap
- Attended events to survey and gain client feedback on services and volunteered to take photos and videos for portfolio showcases

Tools & Skills

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|--------------------|---|
| Strategy | Agile, Lean, Jira, Priorization, Roadmap, Product Requirement Documents, Brand Strategy Framework, MVP |
| Design | UX/UI, Wireframing, Information Architecture, Photoshop, Sketch, Figma, Invision, Canva, VistaCreate |
| Development | HTML5, CSS3, Wordpress, Shopify, Woocommerce, Magento, Amino, Squarespace, Wix, AWS (SES), APIs |
| Marketing | GoogleAds/PPC, AdSense, Admob, SMM, SEO, Affiliates, Mailchimp, Hubspot, Inbound, ASO, A/B-Multivariate Testing |
| Analytics | Hotjar, Mixpanel, Analytics, Webmaster Tools, Firebase, AppRadar, User Testing, Surveys, KPIs, OKRs |
| Production | Photography, Videography (Canon 5D Mark III, Canon 60D), Premiere, After Effects, Final Cut, XD |
| Web3 | dAPPs, Metamask, Blockchain, Ethereum, NFTs, Smart Contracts, Tokens, DeFi, Yield Farming, Cold Wallets |

Education

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| Product School Product Management Certification PMc | Silicon Valley, California | Jan 21 - Mar 21 |
| New York University Digital Communications & Media: Interactive Mobile & Web | New York, New York | Aug 12 - Dec 16 |
| School of Visual Arts Photography Intensive Summer Program: Over 100+ Photography Campaigns including Zink Magazine and Morgan Stanley | New York, New York | May 12 - Aug 12 |

Extracurricular Activities

- Web3 Co-creator of permissionless DeFi Non-custodial blockchain platform with 3000+ DEX's Integration swap tokens
- Girls Who Code & NFTE Speaker, Judge, and Mentor: Product, UX/UI, & User Storytelling - MVP course and curriculum
- Founded Hair Decoded '14: 2016 Innovation Award, Top 10 Apps for NY Fashion Week, Globo News Brazil, Bustle, and Essence
- Certified 400 Hour Yoga Instructor. Co-founder 1300+ Member Yoga Mobile Community '18. Partnered with CBS and Crossfit
- The Doonie Fund Genius Guild Recipient '21
- Classically Trained & Improv Pianist
- Marathon Runner