

## PROFILE

Results-oriented digital leader with over 2 decades of experience driving conversion and sales growth through data-driven optimization strategies. Proven track record of success in e-commerce management, digital marketing, and client relationship management. Skilled in leading cross-functional teams and managing complex projects across diverse industries. Adept at identifying opportunities for process improvement and implementing innovative solutions to achieve business objectives.

## EXPERIENCE

### **E-commerce Manager**

HPM Building Supply, Kea'au, HI

*Oct 2021 - Mar 2024*

- Consulted leadership stakeholders on e-commerce integration program, resulting in streamlined online order management processes.
- Documented functional requirements and operation procedures, facilitating effective training for operations partners.
- Improved user experience and automated user journey notifications, promoting increased customer satisfaction and engagement.
- Managed product data enrichment process on PIM platforms to enhance online product listings and drive sales.

### **Director of Digital Solutions**

MVNP Advertising, Honolulu, HI

*Nov 2014 - Aug 2021*

- Led digital campaigns and solutions, including strategy development, lead generation, website development, and performance measurement.
- Directed lead generation campaign that generated \$300MM in real estate sales in 5 days, exceeding client expectations.
- Achieved sustained 32% e-commerce hospitality room booking conversion rate, outperforming industry average.
- Increased lead generation by 200% across B2B and B2C property insurance products.

### **Director of Digital Production**

Swirl Advertising, San Francisco, CA

*Aug 2013 - Nov 2014*

- Directed Walmart group team on \$8MM portfolio of project programs, optimizing processes and achieving significant account growth.
- Pitched, closed, and contracted Walmart accounts, establishing agency as a preferred partner.
- Scaled Walmart account to become the agency's most profitable within 6 months, earning recognition in industry publications.

### **Senior Program Manager, Marketing**

Salesforce.com, San Francisco, CA

*Jul 2012 - Jul 2013*

- Managed programs across every SaaS product while working with Marketing, Sales, and Product teams to improve and scale to achieve business goals.
- Collaborated strategically with Marketing, Sales, and Product teams to achieve 30% YoY growth.
- Doubled SMB Dreamforce attendance through internal and external campaign channels.
- Drove incremental growth through A/B testing and optimizations of Salesforce.com website redesign.

### **Senior Project Manager, Creative Services**

CBS Interactive, San Francisco, CA

*Apr 2010 - Jul 2012*

- Oversaw project programs by ensuring effective communication and timely delivery of tasks between sales, creative, technical, data science, and legal teams.
- Delivered over 80 co-branded digital campaigns that exceeded benchmark performance.

### **Freelance Senior Project Manager, Creative Services**

Giant Advertising, San Francisco, CA

*Dec 2009 - Apr 2010*

- Delivered a mobile app to assist doctors with pulmonary arterial hypertension symptoms and treatment.

### **Founder/Partner**

Mojo9.com, San Francisco, CA

*Nov 2008 - Dec 2009*

- Built a social e-commerce website by partnering with a peer-to-peer platform company to reach proof of concept.

### **Freelance Engagement Manager / Interactive Producer**

Organic/Traction/Eleven Inc/Real Branding, San Francisco, CA

*Aug 2007 - Nov 2008*

- Delivered a website for SanDisk, a digital campaign for Foster Farms, an intranet for Adobe & countless ads for Choice Hotels.

### **Senior Account Executive**

Solzer Studios, San Francisco, CA

*Nov 2005 - Aug 2007*

- Managed a \$1.25MM portfolio of business while onboarding \$300K in new business.

### **Senior Account Executive**

Schawk Worldwide, Inc., San Francisco, CA

*Mar 2001 - Nov 2005*

- Managed a \$3MM portfolio of business while onboarding \$500K in new business.

### **Account Executive**

Vertis Inc., San Francisco, CA

*Nov 1998 - Mar 2001*

- Managed \$1MM portfolio of business while supporting senior AE teams technical prepress programs.

## **SKILLS**

- |                                 |   |
|---------------------------------|---|
| • Program & Project Management  | • Analytics Planning, Implementation & Analysis |
| • E-commerce Management         | • Search Engine Optimization (SEO)              |
| • Team Development & Management | • Lead Generation                               |
| • Marketing Strategy            | • Web IT Consulting & Implementation            |
| • User Experience Design        |   |

## **CERTIFICATIONS & AFFILIATIONS**

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|---|---|
| • Professional Scrum Master Certified                               | • American Advertising Federation of Hawaii (AAF) - Past Speaking Engagements |
| • Six Sigma Certified   |   |
| • Dale Carnegie Sales Training Certified                            | • Mālama Rising - Community Outreach Board Member & Volunteer                 |
| • Sales & Marketing Executives of Hawaii (SME) - Board of Directors |   |