

Summary: Nine years conceiving and executing revenue-driven strategies with Brands and startups; driving triple digit YoY growth despite tightly allocated resources within new and established teams. Industry focus around B2B, small business, e-commerce, software, payments and tech. Responsible for return on \$15M+ marketing budgets and ownership of \$100M+ in-year revenue portfolio.

At Amex and PYPL received consecutive and annual in-role promotions. Consistently ranked ‘Among the Best’ (top 2-5% of company) and received President’s Award (2015) for achieving outstanding results.

PayPal

San Francisco, CA

Senior Manager, Head of US Small Business Acquisition

2017 – Present

Grew in-year new customer revenue +15% YoY following previous year of negative growth through creation of new revenue channels and execution of value proposition with three-person team.

- Strategized and executed first integrated go-to-market strategy through ‘[Business-in-a-Box](#)’ product offering that drove incremental lift of 16% in new SMBs during pilot period. Signup to visitor rate 4.5% v 3.9% control (15% lift) with 35% of signups driving to partners as new leads.
- Led product creation and business strategy for joint value proposition of PayPal processing and [business loans](#) with 20+ person team. Drove higher quality customers – 37% lift in average number of transactions and 80% lift in processing value.
- Leadership: Developed team through in-role promotions, defined development opportunities, and nominated employee, who enrolled, into selective internal leadership program.

San Jose, CA

Manager II – Manager I, Head of US SMB Paid Digital

2014 – 2017

Led development and execution of test that grew into paid search, display, retargeting strategies to acquire small businesses. Hired as an IC with interim leadership which formalized as performance became predictable and revenue multiplied. Introduced analytical framework to inform decisions, improved vendor and budget management and expanded channels to go to market.

- Grew revenue 368% YoY earning President’s Club Award for business impact in 2015; 2016 sustained growth trajectory at 131%+ YoY in-year revenue.
- Developed predictive forecasting model, establishing assumptions for attribution and incrementality and implemented methodology charting point of diminishing return. Enabled \$8MM incremental spend that led business in highest ROI on marketing spend.
- Reduced cost per signup by 72% for display and 90% for SEM while improving revenue / signup.
- Secured resources to expand team from 2 contractors to 3 FTEs (all new to PYPL and hired within 3-6 month period). Staffed first six months with contractors before building business cases for FTEs.

Olapic

New York, NY

Head of Prospect Marketing

2014-2014

Built acquisition marketing program from scratch during explosive growth stage. Developed demand generation program across multiple channels and drove enterprise B2B sales leads and revenue.

- Optimized site for lead generation with web design, producing 40% of sales revenue. Previous sales revenue was driven primarily by outbound efforts (Telesales and business development).
- Developed content strategy tied to revenue i.e. partner webinar produced 450 registrants and \$100K revenue directly. Content created for whitepapers, infographics, collateral under strategic themes.

- Led strategy for tradeshow, events and speaking, including a new booth strategy for IRCE and then relaunched for Shop.org. Drove lift in monthly lead volume 70% and 54% respectively.
- Hired and managed 3 person team to support US and global marketing as brand grew into EMEA.

American Express OPEN

New York, NY

Manager – Senior / Analyst, Acquisition Marketing

2011-2014

Led product management of lead nurture program (marketing automation and CRM) with team. Other roles - cross-sell to consumers and digital strategy with partners supporting cobranded credit cards (i.e. Starwood business cards). Promoted through three roles over three years under different leaders.

- Led Telesales pilot to reengage and attempt sales to aged leads; performance 300%+ above forecast impact. 30% conversion rate vs 3% industry benchmark with the use of packaged content as hook.
- Responsible for flawless execution of several customer facing marketing channels with \$1.5M budget targeting SMBs with existing consumer cards. Executed and optimized 10 e-mail campaigns; driving 76% lift in new accounts YoY. Launched account online upsell program- 25% signup lift.
- Led 90-person team on a \$1.2M project to integrate Salesforce.com to back-end decisioning platform that enabled Telesales to submit credit applications on behalf of customers to get instant approval without errors. Capability enabled 50+ agents to convert 100s of new customers per day.
- Led consulting team through \$0.5M contract to develop custom attribution model that assigned cost per account/ per interaction through a multi-channel lead nurture program.
- Influenced external partners (Delta, Starwood) to commit to co-created digital experiences that improved awareness / conversion of Amex SMB cards on partners' digital channels. Implemented technology projects with \$1MM budget; migrated card applications to new platform with better UX.

Kyriba Corporation

New York, NY

Marketing Associate

2009-2011

1 of 2-person US marketing team responsible for all marketing channels across prospect and customer, including organizing first customer conference.

- Responsible for 60+ technical RFPs; 80% passed RFP stage (vs 35% LY), 30% of all RFPs won contracts which drove ~25% lift annual rev.
- Launched thought leadership strategy with blog and social amplification. ~1K unique visitors in 60 days and established social channels.

EDUCATION, LEADERSHIP & INTERESTS

New York University, Gallatin School of Individualized Study

New York, NY

GPA 3.75/ 4.00 Bachelor of Arts with Honors; University Honors Scholar.

2009

Concentration: Economic Development and its overlap with Cultural Preservation.

President's Club Award PayPal 2015, Susan Schiffer Stautberg Leadership, Fellowship, 2012-16, Ovarian Cancer National Alliance, Junior Board, 2012-14, Gibney Dance, Board Member, 2013-14.

Interests: art and Italian (lived in Italy 2004-06), travel (Sri Lanka, Indonesia, Guatemala), running.