

PROFILE

Versatile product and marketing designer. Creative team leader with extensive experience in product design, website development, digital marketing, and creative team management.

EXPERIENCE

Founder

Moat Technologies LLC (www.moat-tech.com) | 2019-Present

- Bootstrapped the Moat Technologies brand/products, generating \$260K+ in revenue.
- Launched three proprietary Moat products: S1 Climate Sensor, S2 Climate Sensor, and H1 Smart Hub.
- Designed the Moat logo, packaging, iOS/Android apps, moat-tech.com website, and all other brand assets.
- Created SEO, PPC, and social media strategies to build brand awareness and increase sales.

Marketing & Software Consultant

Multiple Companies | 2019-2020

- Designed and developed websites and marketing content for multiple companies in the property management, real estate, medical, and consumer goods spaces.
- Implemented a marketing campaign for a PM client that generated a 20% bump in monthly revenue.

Director of Customer Experience

Waterfi LLC | 2015-2019

- Led development of new products generating \$6M+ in revenue.
- Managed Waterfi's entire catalog of products, selling up to \$5M+ annually.
- Oversaw Marketing & Operations teams of up to 8 people.
- Led the design of the Waterfi, iOS companion app.
- Oversaw the ongoing design and development of our ecommerce website.
- Directed the development of numerous web, print, email, and social advertising campaigns.
- Co-led two successful GoFundMe fundraising campaigns with \$50K+ in revenue.

Marketing Manager

Waterfi LLC | 2012-2015

- Led development of new products generating \$4M+ in revenue.
- Led all digital marketing campaigns including SEO, SEM, social, email & print advertising, PPC, and more.
- Directly managed a marketing & customer support team of six people

Marketing Associate

Waterfi LLC | 2011-2012

- Designed and built a new retail storefront, including the walls, tables, displays, and external advertising.
- Expanded Waterfi's PPC campaigns, maintaining a 90% or higher margin.

EDUCATION

San Diego State University - BS in Business Management | 2008 - 2012 | 3.45 GPA