

PROFILE

Versatile marketing manager with more than ten years leading new product and market development. Creative team leader who specializes in product design, data analytics, digital content, SEM, PPC, and Amazon.

EXPERIENCE

Founder

Moat Technologies | 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 SEM, PPC, and social media strategies to build brand awareness and increase sales.

Founder

Noble Systems LLC | 2021-Present

- Capitalized on a hot cryptocurrency market to capture \$250K+ in revenue in just over 18 months.
- Brokered deals with 20 individuals to place Helium cryptocurrency miners on their properties.

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 PPC campaigns 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.
- Led the design and development of the Waterfi iOS app to pair with Waterfi devices.
- Managed Waterfi's entire catalog of products, selling up to \$5M+ annually.
- Oversaw Marketing & Operations teams (8 people), handling 30K+ orders, and 24K+ emails/calls per year.
- Met annually with the executive team to create detailed analytics of the prior year's performance and set goals and employee incentives for the new year.
- Co-led two successful GoFundMe fundraising campaigns with \$50K+ in revenue.

Marketing Manager

Waterfi LLC | 2012-2015

- Led development of products generating \$4M+ in new revenue.
- Led all digital marketing campaigns including SEO, PPC, Social/Email Marketing, Print Advertising, and More.
- Directly managed a marketing & customer Support team of six people

Marketing Associate

Waterfi LLC | 2011-2012

- Expanded and monitored Waterfi's Adwords campaigns, maintaining a 90% or higher margin.
- Setup and maintained a program that eventually generated more than 1000 Amazon reviews for our products while helping maintain a 4.5 star or higher rating.
- Designed and built a new retail storefront, including the walls, tables, displays, and external advertising.