

## Experience



### ArkusNexus Product Marketing Manager

2020-2024

Created the InsurTech go-to-market strategy, exceeding three-month launch revenue targets by 9%.  
Defined product use cases, messaging, positioning, value propositions, and customer profiles.  
Led retention marketing efforts, meeting metric targets: NPS +35, AOV +15%, and a 3:1 LTV:CAC ratio.  
Managed the creation of high-value educational content, including website, blog, and support resources.  
Developed tools to support the full sales cycle, including demos, training, and competitive intelligence.  
Delivered the core messaging strategy across various formats, including white papers, videos and decks.  
Drove product feature awareness campaigns, leading to an 8% lift in user adoption.



### Nationwide Product Marketing Associate (Cross-Advisor Experience)

2018-2020

Led the content strategy for company blog, driving a 5% CTR and an overall 10% MQL contribution.  
Collaborated cross-functionally to develop core product messaging and customer stories.  
Managed our team's \$2MM budget. Shifted allocations to channels with high ROI to decrease CAC.  
Developed GTM plans that included, personas, buyer journeys, market analysis, positioning, and pricing.  
Built case studies, landing pages, pitch decks, etc. to enable sales teams.  
Tracked and reported on success across content types to optimize future campaigns.



### U.S. Bank Marketing Specialist - Consumer Marketing

2017-2018

Collaborated on integrity work streams, remediating launch risk for GTM activities.  
Supported integrated go-to-market strategies for consumer products.  
Worked with agencies and cross-functional teams to create branded and compliant collateral.  
Optimized website conversion rates using A/B testing across paid media, email, and mobile channels.  
Implemented data-backed marketing strategies that drove increases in website traffic.



### Opteon (Valuation Partners) Marketing Associate

2013-2017

Supported commercial marketing through email marketing, sales enablement, and asset development.  
Developed the overall messaging and marketing collateral for the product launch of HomeBase®.  
Conducted keyword research and analysis, copy development, bid strategy, and budget allocation.  
Worked with the search team to launch campaigns, from planning, development, compliance, and reporting.

## Accomplishments

- Product launch, **Advisor Advocate®** @ Nationwide
- Developed **marketing org. framework** @ ArkusNexus
- Launched **lead integration strategy** @ Nationwide
- Built **internal creative agency** @ MindHub
- Product Launch of **NexusFuel®** @ MindHub
- Launched **HomeBase®** @ Valuation Partners
- Built **customer experience program** @ ArkusNexus
- **B2B brand repositioning** @ Nationwide

## Education

### Neff School, The University of Toledo

2013 - 2017

B.A., Mass Communications

Exec. Board, Children's Miracle Network Philanthropy

## § section

- Generative AI Business Strategy
- Marketing Acquisition Strategy
- Marketing Retention Strategy
- Product Experimentation

## Tech Stack

NLP AI • Segment (CDPs) • HubSpot • CIENCE • CMS • EMS • SproutSocial (SM) • Ahrefs • Analytics (all)