

LEADER IN CONTENT MARKETING / PRODUCT MARKETING / MESSAGING STRATEGY

Analytics driven [marketing professional](#) with experience in fintech, compliance and recruitment marketing. Background includes website copywriting, targeted content campaigns, lead nurturing, customer journey mapping and go-to-market strategies. **Key skills include:** Digital Marketing | Product Marketing | Positioning & Messaging | [Email Marketing](#) | Social Media | Branding | Storytelling | Search Engine Optimization (SEO) | Content Strategy | Google Analytics | Search Engine Marketing (SEM) | Copywriting | Content Strategy | Google Analytics

PROFESSIONAL EXPERIENCE

PRODUCT MARKETING ASSOCIATE | REGISTRAR CORP | 2024 - Present

- Reduced AEM software launch costs by 89%, saving \$4,450 by sourcing a cost-effective video freelancer.
- Cut video production time by 50%, completing projects in 14 days vs. 2 months.
- Increased case study submissions by 25%, leading to the Happy Farms Botanicals success story publication.
- Developed a comprehensive sales deck, highlighting AEM software's value in MoCRA compliance.
- Co-created marketing collateral for AEM software launch.
- Managed content creation, including video scripts and press releases.
- Developed marketing materials like one-pagers and trade show brochures.
- Designed a case study program to feature customer success stories.

PRODUCT MARKETING CONSULTANT | OLIVINE MARKETING | Freelance

- Worked with Series A founders in B2B SAAS to create product positioning and messaging.
- Created go-to-market strategies and sales enablement assets to support product launches.
- Developed customer-facing sales and marketing materials. Including landing page content, sales pitch decks, personas, customer stories, blog posts and email copy.
- Conducted market research on competitive landscape and product marketing best practices.

CONTENT MARKETING MANAGER | TRADESTATION | 2019 – 2022

- Led content marketing agency and internal team, overseeing a \$150k annual budget for content creation.
- Created the company's **first-ever brand messaging strategy** to align messaging across all marketing communication channels, including website, email, and social.
- Wrote and produced a series of stocks, ETF, futures, options, and crypto eBooks that generated **more than 26,422+ leads**.
- Directed over **100 integrated marketing campaign assets** from concept to execution to drive account openings, increase revenue and assets under management.
- Worked **cross-functionally** across product, compliance, and legal teams to ensure all marketing content met **regulatory and compliance standards**.
- **Worked alongside executives**, including the president and chief growth officer, to write, edit and publish **over 700 copies** of the company's annual internal strategy guide.
- Managed the client and prospect monthly newsletter, redesigned, optimized, and **increased conversions by 100%**.
- Created a **content marketing toolkit** to onboard and train new hires and manage freelance contributors.
- Instrumental to the **redesign of the company's website** and ongoing SEO and **content optimization**.
- **Selected by the chief growth officer** to be a part of the exploratory committee for the company's first ever foray into ESG.
- Increased the number of leads generated by 49% YOY.

DIGITAL CONTENT CONSULTANT | DELOITTE | 2017 - 2019

- Researched, wrote, and edited blog posts, articles, emails, social media posts, and infographics.
- Spearheaded email marketing initiatives targeting key target audiences to **increase engagement and nurture leads**.
- Managed the development and launch of [careers blog](#) which showcases company culture and life at Deloitte.

Education & Additional Information

- **BACHELOR OF SCIENCE IN MARKETING | UNIVERSITY OF THE WEST INDIES**
- **CERTIFIED PRODUCT MARKETING MANAGER | PRODUCT MARKETING ALLIANCE**
- **CERTIFIED FINANCIAL EDUCATION INSTRUCTOR | FINANCIAL EDUCATORS COUNCIL**