

SUMMARY

Dynamic marketing leader with over a decade of experience driving full-funnel growth across SaaS, PropTech, and eCommerce in B2B and B2C. Builds and mentors high-performing teams, aligning product, sales, and marketing to deliver measurable results—boosting conversion rates by 54% and cutting churn by 28%. Eager to help forward-thinking companies scale through data-driven campaigns, brand evolution, and customer-centric strategies.

- EXPERIENCE
- Head of Marketing & Customer Experience
- Privy📅 03/2023 - Present
- Transitioned from a churn-heavy, affiliate-driven model to direct sales, shifting revenue from 83% affiliate-based to 80% DTC in one year
 - Launched new brand and website, growing monthly traffic from 8K to 93K+ through an SEO-rich content strategy and attracting 28K qualified leads in 3 weeks
 - Drove 21% MoM organic growth through strategic SEO and content efforts, increasing keyword rankings from 234 to 2,103 in 12 months
 - Leveraged ABM strategies to build an enterprise partnership pipeline, introducing 80x new users to the platform within 3 months
 - Spearheaded cross-functional effort to onboard 5,000+ users in a single week through enterprise partnerships, driving a 53% increase in weekly feature engagement within 90 days
 - Initiated interactive demo content strategy with 75% engagement and a 50% signup rate, driving revenue without sales team involvement
 - Partnered with product and engineering to develop go-to-market strategies and feature positioning, driving an average adoption rate of 73% and climbing
 - Led competitive research and rolled out a new pricing model, resulting in a 6% increase in upgrades in the first month and a 13% boost in net retention
 - Managed marketing budget as part of the leadership team, prioritizing high-ROI initiatives to drive product growth, brand visibility, and revenue
 - Revamped operations by implementing interdepartmental financial reporting systems and ensuring data integrity across teams

- Director of Marketing
- MG Properties📅 06/2020 - 02/2023
- Built the marketing department from the ground up, managing a team of 6 high-performers and a \$7.8M budget
 - Executed comprehensive rebrand aligning with organizational goals, enhancing public perception and securing media exposure in 100+ Tier 1 publications
 - Created compelling copy and visual content that drove a 41% increase in investor inquiries, 78% web traffic growth, and a 99% surge in LinkedIn engagement
 - Established data-driven policies and SOPs that improved operational efficiency across all marketing functions and reduced spend by 58%
 - Optimized data analytics to reduce CAC by \$174 while simultaneously increasing conversion rates by 9%

KEY ACHIEVEMENTS

User Growth & Adoption

Spearheaded partnerships, onboarding 5,000+ users in a week, increasing engagement by 53%.

High-Impact Conversion Strategy

Executed a product-led growth strategy that achieved 41% conversion rate, tripling ROI to \$3:\$1 with limited budget.

Retention Turnaround

Reduced churn by 28%, increased NPS from 20 to 79 through improved communication, in-product tooltips, and segmenting onboarding flows.

Strategic Pricing Impact

Led competitive research and rolled out a new pricing model, resulting in a 6% increase in upgrades in the first month and a 13% boost in net retention.

Marketing Cost Optimization

Reduced cost by 58% with efficient marketing SOPs.

SKILLS

Brand Development, Budget Management, Content Strategy & Copywriting, Contract Negotiations, Customer Lifecycle Strategy, Data-Driven Optimization, Market Research & Analysis, Product Lifecycle, Project Management, Public Relations & Events, Stakeholder Engagement, Strategic Planning, Team Leadership & Development

TECH STACK

Adobe Creative Suite	Asana	Airtable
Awin	Canva	Figma
Google Analytics	Grafana	HTML
HubSpot	Intercom	JIRA
Marketo	Power BI	Miro
SEMrush	Sketch	Webflow
ZenDesk		WordPress

EXPERIENCE

Marketing Manager

Fairfield

📅 03/2019 - 06/2020

- Marketed a \$1.6B national portfolio, managing a \$22M budget to deliver campaigns that exceeded sales goals by 10%+ despite market headwinds
- Owned multi-channel paid media and branding initiatives, increasing SQL volume by 29% and improving sales conversions by 17%
- Developed data-driven content strategy informed by social trends, increasing engagement by 30%+ and inbound leads by 12%
- Built email nurtures and automation workflows, increasing customer lifetime value and extending average deal length from 1.6 to 2.3 years

Strategic Marketing Director

Brittany Carcova Design & Consulting

📅 09/2017 - 03/2019

- Led omni-channel campaign for ULI increasing Twitter exposure by 550% and generating 1M+ online impressions through coordinated digital, print, and out-of-home media; secured coverage in *The New York Times* and CNBC
- Built and managed a high-profile client portfolio including Harvard University, NYC Department of Education, Skateboarder Magazine, Urban Land Institute, and Westmont Construction, Inc.

Director of Growth Marketing

Medifast

📅 08/2014 - 09/2017

- Drove \$9.9M increase in sales by supervising e-commerce website relaunch, reducing bounce rates and boosting YoY web leads by 17%
- Developed and executed a digital marketing strategy that increased online sales 25% MoM, driving the highest-earning quarter in 2 years
- Launched referral program and SEO-driven content strategy, increasing conversion rate by 32% and reducing CAC by 14%
- Managed \$4.7M budget for brand awareness campaigns across North America
- Cultivated 10+ national brand partnerships with nonprofit organizations and Fortune 500 companies
- Negotiated digital and broadcast advertising contracts to maximize reach while minimizing costs

Director of Creative Content

The Berman Group

📅 06/2012 - 08/2014

- Managed key client accounts including BASF (\$3.7M budget), JPMorgan (\$1M budget), Knoll (\$150,000 budget), NYU ACRE Incubator (\$0.5M budget), SoulCycle (\$1.6M budget), and Zola (\$65,000 budget)
- Developed go-to-market strategies for startups and tech-driven clients, overhauling UX/UI, SEO, and A/B testing to optimize multi-channel campaigns, boosting average conversion rates by 11% YoY
- Shifted 80% of clients to ROI-driven technology strategies, resulting in a 37% lift in engagement and improved scalability
- Led creative initiatives from concept to delivery, improving brand consistency and cutting project turnaround time by 15%

CERTIFICATIONS

[Google Analytics Certification](#)

Google, 03/2023

[Google Ads Certification](#)

Google, 04/2024

[HubSpot Content Marketing](#)

HubSpot, 03/2023

[HubSpot Inbound Marketing](#)

HubSpot, 03/2023

EDUCATION

Bachelor of Fine Arts, Communication Design

[Pratt Institute](#)

📅 08/2004 - 06/2008