

EXPERIENCE

PROJECT MANAGER / COREL / AUSTIN, TX / FEB. 2021 - PRESENT

- Manage digital and print marketing for over 20 globally recognized brands such as Parallels, MindManager, Painter, and WinZip via in-house creative agency.
- Direct team of 30 designers and developers to complete over 10 product launches and 1000 creative projects per year.
- Lead weekly stand-ups and maintain project trackers to ensure deadlines are met.

KEY ACHIEVEMENTS

- Develop client guides and intranet to optimize creative management.
- Streamlined a major client's product launch by reducing workload from 50 creative requests to 30.

CONTENT MARKETING MANAGER / COREL / AUSTIN, TX / JAN. 2020 - FEB. 2021

- Worked with product, marketing, design, analytics, and web developers to create compelling marketing campaigns across email, web, PPC, in-product messaging, and blogs.
- Managed full-time marketing specialist and over ten copywriters, graphic designers, and web developers.
- Created inaugural brand, style, and product guides for copywriters, designers, and internal use.

KEY ACHIEVEMENTS

- Developed content and design for highest-performing launches in brand history three years in a row, resulting in over \$1.3 million in total first week sales and a 5% increase in sales YoY.
- Hired over 20 high-performing designers, developers, and copywriters to create content for the above.

EMAIL CAMPAIGN MANAGER / COREL / AUSTIN, TX / APRIL 2018 - JAN. 2020

- Responsible for digital marketing campaigns that generate over \$1 million in revenue annually.
- Drove email marketing campaigns of audiences up to 300k; managed a team of writers for email and web copy.
- Devised compelling marketing campaigns through user research, production, launch, and optimization.

WEB SERVICES MANAGER / THE UNIVERSITY OF TEXAS AT DALLAS / RICHARDSON, TX / NOV. 2015 - MAR. 2018

- Managed redesign of over 100 critical admissions pages, improving page views by 14%.
- Directed website and web app creation through all stages: Scope, site structure, design, content delivery, production, QA, and launch.
- Collaborated closely with university stakeholders, marketing, and IT to meet brand and security standards.
- Led meetings, vendor management, RFP negotiation, contract review for web development and purchased web applications.

WEB SPECIALIST / THE UNIVERSITY OF TEXAS AT DALLAS / RICHARDSON, TX / SEPT. 2013 - NOV. 2015

- Worked with key stakeholders and departments to redesign critical university websites.
- Led project team to produce and update over 100 essential university web pages.

EDUCATION & SKILLS

THE UNIVERSITY OF TEXAS AT DALLAS / BA, INTERDISCIPLINARY STUDIES / MAY 2012

PM EXPERTISE: Translating technical and creative needs between clients, stakeholders, and producers; adapting to quickly changing environments; communicating with all levels of leadership.

TECHNICAL SKILLS: Asana, Basecamp, JIRA, Adobe Photoshop, Adobe InDesign, Microsoft Office, Google Workspace.

WEB SKILLS: HTML, CSS, WordPress.