

Digital marketing leader with 20 years of experience driving growth across biotech, life sciences, and technology. Expert in full-funnel digital strategy spanning web optimization, SEO/SEM, paid media, email marketing, and marketing automation. Track record of building teams, managing seven-figure digital budgets, and delivering measurable pipeline impact through data-driven experimentation and continuous optimization.

SKILLS

- Digital Marketing
 - Web/UX Optimization & CMS Management
 - SEO/SEM & Paid Search
 - Paid Social & Digital Display Advertising
 - Email Marketing & Audience Segmentation
 - Webinar Program Management
 - Digital Budget Management (\$1M+)
- Marketing Operations & Technology
 - Cross-functional & Vendor Management
 - Marketing Automation (HubSpot, Salesforce)
 - Google Analytics, Tag Manager, UTM Tracking
 - A/B Testing & Conversion Optimization
 - Performance Dashboarding & Attribution
 - HTML/CSS/JS, CMS Management

WORK EXPERIENCE

Parse Biosciences - Seattle, WA (Remote)

Director, Digital Marketing & Operations | 2025 - Present

Director, Digital Marketing | 2023 - 2025

Senior Manager, Digital Marketing | 2022 - 2023

- Own end-to-end digital marketing strategy for high-growth biotech company, including website, SEO/SEM, paid media, email, and webinar programs across the full customer lifecycle
- Manage company website, delivering 100%+ YoY traffic growth and comparable conversion improvements through UX optimization, content strategy, and technical SEO
- Run paid advertising campaigns across Google Ads, LinkedIn, Meta, and Reddit, optimizing for cost-per-lead and pipeline contribution
- Execute email marketing programs at scale (millions sent quarterly) with 35% average open rate, well above industry benchmarks; manage automated nurture sequences driving lead progression
- Lead webinar program (15-20 annually) generating thousands of registrations with 40%+ attendance rate, supporting demand generation and customer education
- Built and scaled digital marketing team from scratch to 4 members, establishing frameworks that reduced time-to-productivity
- Architected marketing automation ecosystem (HubSpot) delivering 200%+ increase in repeat engagement and 50% QoQ growth in qualified leads
- Developed internal AI-powered tools and workflows to enhance productivity across Sales, Marketing, and Support teams

Halo Labs (Acquired by Waters Corporation) - Burlingame, CA

Senior Manager, Digital Marketing | 2021 - 2022

- Led digital marketing for life sciences SaaS company, owning website, paid media, and email programs
- Tripled website traffic in one year and decreased CPL by 60% through channel optimization
- Architected marketing technology infrastructure (Salesforce/HubSpot integration) and deployed automated lifecycle programs to drive engagement and retention
- Built foundational marketing team during high-growth phase, creating scalable frameworks that supported company through Series C fundraising and eventual acquisition by Waters Corporation

California Teachers Association - Burlingame, CA

Marketing Manager | 2014 - 2021

Marketing Communications Consultant | 2012 - 2014

Multimedia Specialist (contract) | 2008 - 2011

- Led digital marketing strategy for 300,000+ member organization, owning website, email programs, and paid and organic social campaigns
- Oversaw agencies managing multi-million dollar paid media budgets across political campaigns and member engagement initiatives
- Executed email marketing at scale via Salesforce Marketing Cloud (300K list, millions sent quarterly) with 30% average open rate
- Established automated journey mapping and lifecycle programs that improved member experience and campaign performance
- Delivered high-impact digital campaigns during critical election cycles, driving member mobilization and advocacy participation

iCrossing - Santa Monica, CA

Software Engineer | 2011 - 2012

- Delivered web and mobile applications for Fortune 500 clients (Toyota, Epson), serving as technical liaison between front-end and back-end teams

Seven35 Group - Irvine, CA

Co-Founder and Chief Marketing Officer | 2006 - 2016

- Co-founded and led digital marketing consultancy serving 50+ clients over 10 years
- Delivered full-service digital marketing including website development, SEO, and paid media (\$5K-\$50K/month budgets), helping multiple clients scale from solo operations to multi-location businesses
- Managed team of contractors and developers to execute campaigns across diverse industries

EDUCATION

San Francisco State University

Bachelor of Arts, Economics