

## EXPERIENCE

### Touchcast

#### Product Marketing Manager — August 2021 - present

- Owns the development of product decks, customer journeys, and FAQs to support Sales from enablement to renewal, working with additional cross-functional teams to identify client pain points and processes for ultimate client satisfaction.
- Interacts with enterprise clients 1:1, and advocates for their feature requests with the Product team. Works directly with product managers on scope assessment for these features, development timelines, and QA.
- Prepares product release notes to be shared for internal team members and external clients, as well as personalized investor updates, via Hubspot.
- Actively maintains the company's Knowledge Base on Confluence, creating 50+ written articles with corresponding instructional videos across the entire product suite.

#### Project Manager — August 2019 - August 2021

- Project managed teams of 5-10 people from concept to execution under strict deadlines, overseeing the team in executing flawless delivery.
- Devised work streams used throughout the company and for clients, including the first internal and external product training curriculum.
- Onboarded Accenture's teams to Touchcast software, acting as a trusted advisor during their enablement to lead to their annual enterprise contract.
- Designed collateral for account managers; co-led technical demos in early stages of sales.

#### Copywriter — March 2018 - August 2018

- Overhauled Touchcast's website with entirely original copy during a six week timeline.
- Produced copy post-product launch, from website updates to technical product documentation for an audience ranging from enterprise customers to educators.
- Developed short form ad campaigns, collaborating with the art director in design and execution.

### Sococo

#### Brand and Marketing Manager — August 2018 - May 2019

- Stylized the new voice for a remote work collaboration software, including the company's style guide, commercial scripts, social content, email campaigns, and media press kit.
- Composed product text and tooltips to successfully guide users through the platform with ease, resulting in increased user retention and fewer support tickets.

### Paragraph

#### Managing Editor — July 2013 - July 2017

- Oversaw weekly production of the digital lit zine *Paragraph Shorts* for over 100 issues.
- Reviewed texts, videos, audio stories and accompanying visuals for thematic consistency.
- Managed a team of five junior editors in curating media and obtaining media permissions.

## EDUCATION

### New York University

New York, NY — 2011 - 2014 | B.A. English and American Literature with high honors

## SKILLS

Wizard with Adobe Photoshop, Premiere and Xd. Extremely familiar with [monday.com](http://monday.com), Miro, Figma, Jira, Confluence, Zendesk, and Hubspot. Wordsmith with a heart of gold, egalitarian consumer of content.