



## SKILLS

### Project Management

Slack, Wrike, Trello, Asana, Monday

### Visualization Tools

Miro, Figma, Canva, Rhino

### Google Products

Ads, Analytics, Webmaster, Data Studio

### CMS, CRM & Social Media Software

Pardot, Wordpress, Reporting

## LEADERSHIP & PROJECTS

### Holis Collective | Oct – Nov 2021

Research project exploring early childhood development systems and solutions generation in Visegrad Region (Slovakia)

### Sensfiction - Transforming an Idea Into a Social Startup with Porto Design Factory, Portugal | Jun 2018

Joined the in-house Service Design team alongside CERN to propose applications of CERN technology that benefit society in the future; colliding technology with the UN Sustainable Development Goals.

### Marriott HQ Service Design Projects | 2015 & 2016

Used design thinking principles to lead cross-functional project teams that completed the following long-term projects:

- Researched and developed a set of high impact recommendations for how best to immerse HQ associates in the Marriott culture.
- Created business case for the recommendations, including potential return on investment and an estimated budget proposal to help bring recommendation(s) to life.
- Gathered insights and developed data-rich recommendations around captivating content marketing to differentiate the company as a global employer of choice
- Audited volunteer experiences in order to solve retention challenges for sponsored corporate charities.

### American University, American Studies Dept, Guest Lecturer | 2011 – 2019

Social Media & Activism, Health & Activism, & Marketing Case Study: 50 Shades of Grey Trilogy

### FAIR Girls, Anti Child Trafficking Non-Profit, Volunteer | 2010 – 2016

- Annual Gala Host Committee Member, 2012 - 2016
- Trafficking Prevention Grant Fellowship: awarded by the US embassy in Russia in order to create a youth education website; traveled to Moscow for in-market research & analysis; directed web development team in Russia

## WORK EXPERIENCE

### LEAD SERVICE DESIGNER, DIGITAL STRATEGIES

*EcoVadis*

Jan 2018–Present

- Established a Service Design discipline within the Digital Strategies team
- Collaborate with cross functional teams to facilitate discovery of problems and opportunities in both digital experiences and business processes
- Co-create solutions to improve the experience, adoption, and mission success of EcoVadis' digital product portfolio
- Develop user stories and solution design while incorporating internal constraints such as business and technology policy, compliance, and standards to reduce risk
- Roles evolution:
  - Director of Marketing Operations | April 2022 - Sept 2022
  - Senior Digital Marketing and Operations Manager | Sept 2020 - Mar 2022
  - Global Digital Media Manager | Jan 2019 - Aug 2020
  - Marketing Consultant | Jan - Dec 2018
- Own marketing & cross-department processes and marketing tech stack
- Research, maintain, optimize and update company website and subdomains for user experience based on data and stakeholder feedback
- Manage company-wide projects related to digital acquisition activities: develop web pages, apps, social messaging, advertising and email campaigns

### DIGITAL MARKETING CONSULTANT

*Self-Employed*

Mar 2017–Dec 2018

- Marketing campaign creation, website usability updates, social strategy, online ad management, PR, content marketing, digital marketing activities and influencer relationship building across online channels. Beginning 2010

### ECOMMERCE MANAGER

*Marriott International Inc.*

Mar 2013–Aug 2016

- Responsible for the daily management of a portfolio of hotels within Marriott's corporate-based digital services program
- Participated in leadership-sponsored projects utilizing design thinking principles to lead teams that completed the following: evaluated the corporate culture and provided a roadmap for improvement; provided data-rich recommendations to reach target markets through online content; solved volunteer retention challenges for corporate charities

### DIGITAL STRATEGIES MANAGER

*New Partners Inc.*

Apr 2012–Mar 2013

- Researched and delivered marketing strategies spanning traditional media & events, social media, email & community building to support client initiatives

## EDUCATION & CERTIFICATIONS

**Service Design, BFA, summa cum laude**  
Savannah College of Art and Design

2022

**Design Research & Insight Translation**  
Lextant

2021

**Intro to Agile Product Development & Design Thinking**  
University of Virginia, Darden School of Business, via Future Learn

2018

**Design Thinking Intensive Summer Program**  
Illinois Institute of Technology, Institute of Design

2016

**HTML & Writing for the Web**  
Northern Virginia Community College

2010

**Communications**  
West Coast Baptist College

2009