

Summary

I lead go-to-market strategy for mobile products from the ground up, blending brand, growth, creative, and product perspectives into unified launch plans. My background spans start-ups (Veoh, Curious Minds), large-scale platforms (HP, Shutterstock), and mobile gaming at Proof of Play. I build AI-native marketing systems — not just AI-assisted workflows — and use that infrastructure to drive measurable growth across SEO, paid, and organic channels.

Performance Marketing Manager | Proof of Play 🎮 March 2025–Present

Proof of Play is an Independent game studio leveraging Web3 and AI technologies. Worked across growth, product, and go-to-market for Pirate Nation (web) and Shiba Story Go (mobile) games .

- Built paid acquisition and creative testing systems, including 100+ ad variants based on psychological motivators to identify high-performing messaging.
- Evaluated and implemented MMP solutions, improving attribution and enabling more reliable performance analysis.
- Designed and launched AMIS (Autonomous Marketing Intelligence System), an AI-powered SEO and content engine that built a multi-track publishing pipeline — developer voice on-site, editorial placements on third-party publications, and a programmatic content queue — supporting Shiba Story Go's global launch.
- Tested new game character concepts, art styles, and positioning using GenAI and paid campaigns to inform creative direction.
- Sourced and onboarded design/animation teams and user acquisition teams supporting creative production and acquisition efforts.
- Supported worldwide launch across UA, retention, and monetization, adapting strategy based on early performance data.
- Built and scaled social channels for Shiba Story Go, growing TikTok to 290K+ followers, Instagram to 9K+, and YouTube to 8K+.

Senior Product Marketing Manager | Shutterstock 📷 June 2022–February 2023

Shutterstock is a global creative platform providing high-quality content and tools for businesses and creative professionals. Led go-to-market for "CreativeFlow," an AI-powered creator tool targeting solopreneurs, informed by extensive market research.

- Grew new user sessions by 28% through paid media, blogs, and influencer partnerships.
- Increased average in-app engagement by 20% and monthly active days by 15% via optimized onboarding flows.
- Lifted freemium-to-paid conversion from 3% to 12% within five months through targeted CRM and in-product campaigns.
- Developed 100+ customer-facing demo assets with product and sales teams, achieving 22% click-through and an 18% increase in lead-to-order conversions.
- Refined competitive positioning and messaging, increasing campaign engagement by 30%, driving 400K+ new user sessions, and improving quarterly sign-up rates by 14%.

Product Marketing Manager | HP Inc. 🖨️ (continued on page 2) April 2017–June 2022

HP Inc. is a global leader in personal systems and printing solutions. Progressed through multiple roles, starting as an innovation manager on the Strategy and Emerging Business team, where responsibilities included robotics initiatives and emerging market strategies. Later transitioned to the HP Smart app team, leading go-to-market strategies, analytics programs, and the Create segment's success, contributing to the app's growth from 6M to 66M monthly active users.

EDUCATION / Certifications

University of Oklahoma
Journalism BA

Google, **PMP Certification**
Google, **Adwords Certification**

2023 - 2025 Small business entrepreneurship 🚀

Founded [Gift-Hippo.com](https://www.gift-hippo.com) in **April 2023** and sold +1M in promotional gifts while attaining Professional Project Management Certification from Google.

Early Career 🌱

Product Marketing Manager | Veoh Networks 📺 January 2005–November 2008

Veoh Networks was an early leader in online video sharing and streaming platforms. Played a pivotal role in scaling the platform's user base and developing innovative features to enhance user engagement.

Growth Enablement: Scaled Veoh.com from 0 to 22M unique monthly users through grassroots, guerrilla, and viral marketing strategies, community management, and growth hacking..

Platform Development: Transitioned Veoh from a downloadable client to a web-based on-demand platform, responding to user research and competitive insights enabling viral growth, securing \$80M in venture capital investment over four funding rounds, and curated homepage content, driving millions of video views.

Ad Innovation: Pioneered innovative ad formats to drive revenue and engagement. Introduced homepage takeovers to maximize advertiser visibility. Developed in-video ad units, including preview and post-roll formats, increasing campaign ROI.

Go-To-Market Leadership: Directed GTM efforts for "Memories" AI-powered photo book creation and 2-sided printing.

- Increased CTR by 30% for Memories campaigns and boosted photo printing by 10%.
- Improved retention by 44% between month 1 and month 2 for users engaging with photo printing.

Customer Insight Programs: Conducted in-depth user research and synthesized customer insights to inform product decisions and align strategies.

- Designed and led a 12-user ethnographic study to evaluate the usability and likeability of photo printers, comparing prior and updated versions to inform product improvements.
- Delivered actionable customer insights to enhance user onboarding processes, validate feature ROI, and improve retention metrics.

User Behavior Analytics Optimization: Refined data strategies and reporting processes to support data-driven decision-making.

- Audited and improved existing data collection processes to address gaps and capture missing metrics.
- Developed foundational materials and led training sessions to align stakeholders on key user behavior metrics and data-driven business fundamentals.
- Delivered monthly analytics reports featuring KPIs across Manage, Learn, and Create segments, spotlighting onboarding metrics and specific feature trends.
- Used insights to identify trends, optimize processes, and support cross-functional decision-making across teams.

Strategic Alignment: Leveraged annual megatrend reports, customer insights, and Medallia tools to develop research-backed product strategies.

Recognition: Led marketing efforts for a healthcare robotics solution, earning HP's prestigious Bill and Dave Award for innovation.

Start Up Experience 🐉

Chief Marketing Officer | Curious Minds 🧠 February 2013–August 2015

Curious Minds is a venture builder specializing in launching and scaling technology startups. Transformed its investment thesis and incubator model, overseeing marketing and strategic growth for its portfolio companies.

Leadership and Strategic Innovation: Implemented Lean Lab methodology, transforming Curious Minds' investment thesis and reducing validation timelines from years to 90 days with sub-\$10K investments.

Portfolio Company Growth: Directed marketing efforts for multiple portfolio companies, leading to successful exits.

- Produced TryWhistle, acquired by Cloudbeds in a multimillion-dollar deal, and contributed to its early adopter community of 30+ hotels with 100% retention.
- Secured a multimillion-dollar acquisition for BrandReporter by BP and elevated ShowKit to TechCrunch Disrupt finals, enhancing visibility and credibility.

Workflow Optimization: Streamlined resource allocation and experimentation processes, minimizing risk and maximizing efficiency.

Digital Marketing Consultant 🧑💻 March 2009–December 2012

Confidential Contracting

Personal Traits:

Naturally Curious Explorer,
Creative Storyteller & Problem
Solver, Collaborative Team Player
& Inspirational Leader, Analytical
& Data-Driven Thinker,
Goal-Oriented Achiever,
Relationship Cultivator &
Connector, Agile Adapter & Quick
Learner, Strong Communicator &
Persuasive Presenter

Professional Expertise

- Product Marketing / GTM Strategies
- Innovation & Creative Thinking
- Consumer Behavior Analysis
- Strategic Brand Positioning
- Data Analysis and Data Driven Decision Making
- Cross-Functional Project Leadership
- Effective Change Management
- Winning Paid Media Campaigns

Software Expertise:

Adobe CC, Adroll, Adwords, Airship, Airtable, Asana, Axure, Basecamp, CampaignMonitor, Figma, G-Suite, GitHub, Google Analytics, InVision, Jira, Keynote, KissMetrics, LucidChart, MailChimp, Marketo, Medallia, Microsoft Office, MidJourney, Miro, Optimizely, Pendo, Pipedrive, Salesforce, SendGrid, Sensor Tower, Streak, Strikingly, Tableau, TeamLab, UnBounce, Wiki, Woopra, WuFoo, Zapier, ZenDesk.