

Professional Summary

Strategic marketing leader with 15+ years of experience translating complex technical and scientific offerings into compelling positioning, messaging, and go-to-market strategies. Experienced in portfolio strategy, new product launches, audience insights, integrated marketing, and cross-functional leadership. Proven success bringing complex offerings to market and developing customer-centered strategies that drive measurable growth.

Core Expertise:

Go-to-Market Strategy | Portfolio Marketing Strategy | Product Positioning & Messaging | Product Launches | Customer & Market Insights | Customer Segmentation | Integrated Marketing Strategy | Customer Journey Optimization | Content Development | Demand Generation | Marketing Analytics | Cross-Functional Leadership | Team Leadership | Agency & Budget Management | Project Management

Experience

Marketing Manager — Duke University Pratt School of Engineering

June 2022 — Present

- Own marketing and go-to-market strategy for a portfolio of 25+ graduate engineering programs representing approximately \$80M in annual tuition value, developing audience strategy, positioning, messaging, and integrated campaigns to drive demand and enrollment growth.
- Led go-to-market strategy for approximately five new engineering master's programs, translating market and audience needs into positioning, messaging, channel strategy, and launch plans; subsequently codified the approach into Pratt Engineering's first comprehensive GTM playbook.
- Contributed to 15-20% year-over-year enrollment growth through data-driven acquisition strategies, customer journey optimization, and continuous improvement of digital marketing performance.
- Developed and launched the "From Problem to Prototype" portfolio campaign, translating audience insights and authentic student stories into an integrated acquisition strategy that achieved 200% of first-year lead-generation goal and 230% of applicant goal within eight months.
- Manage a \$500K annual marketing investment and agency partnerships across paid search, paid social, SEO/GEO, and other initiatives, aligning spend with enrollment priorities and measurable outcomes.

Communications Strategist — Duke Clinical & Translational Science Institute

July 2017 — June 2022

- Developed communications strategies for Duke's clinical and translational research enterprise, supporting efforts to build stronger partnerships among researchers, clinicians, patients, and community stakeholders while translating complex scientific, clinical trial, and operational information into clear, audience-centered messaging.
- Led communications for multidisciplinary health-science initiatives, including Duke's launch of the ACT Network supporting nationwide clinical-trial collaboration, navigating complex stakeholder and regulatory considerations across an academic health environment.
- Partnered with program leaders to shape communications strategy for community-facing programs and partnerships, including Healthy Durham 20/20 and the Community-Engaged Research Initiative, with a focus on trust, participation, and community engagement in clinical research.

Communications Manager — Massachusetts Institute of Technology

October 2014 — June 2017

- Built and led communications and positioning for the MIT Tata Center, translating an interdisciplinary portfolio spanning engineering, entrepreneurship, public policy, and global sustainability into clear value propositions and audience-facing narratives.

- Led a rebrand of the center's visual identity and built its digital presence, establishing website content strategy and governance while organically growing newly launched social channels to more than 10,000 followers combined.
- Managed professional staff and interns, budget, website governance, and international partner relationships, traveling to research sites in India multiple times annually to engage collaborators and communicate the real-world context of MIT innovations.

Online Communications Manager — American Sailing Association

October 2010 — May 2014

- Directed digital content, social media, email, website, and editorial strategy for a national membership organization; designer, writer, and copy-editor for website, print journal, and e-newsletter; grew its social media audience by 700% while membership increased by 20%.

Education & Certifications

Master of Fine Arts — University of California, Irvine

Creative Writing

Bachelor of Arts — The Evergreen State College

Communications

Project Management Professional (PMP)

Project Management Institute

Digital Marketing: Customer Engagement, Social Media, Planning & Analytics

Columbia Business School Executive Education

Additional Leadership

Chair of Marketing & Communications (Volunteer) — International Network for the Science of Team Science (INSciTS) | 2019–2020

- Elected by the board to lead a four-member international committee; directed integrated audience communications and development of the 2020 virtual-event platform, helping attract approximately 700 attendees—3.5x the previous year—and achieve the highest participant satisfaction in conference history.

Marketing Technology Skills

AI & Analytics: ChatGPT for research, audience insights, ideation, content development, data analysis, and marketing workflow optimization; GA4; conversion funnel analysis; A/B testing; Google Sheets dashboarding

Advertising: Google Ads, LinkedIn Campaign Manager, Meta Ads Manager, programmatic advertising through StackAdapt

CRM & Email: Slate CRM, HubSpot, Mailchimp, Constant Contact

Web & Creative: Drupal, WordPress, Adobe Creative Cloud

Project Management: Asana, Basecamp, Trello