

Top 3 Highlights

1. Seasoned Product Marketer for high-growth tech companies
2. Technology Writer for [Techcrunch](#) and [The Huffington Post](#)
3. Studied Machine Learning at MIT and Economics at UWA

Experience

SMART Technologies | Product Marketing Manager

September 2022 - December 2022

SMART is an EduTech company that produces award-winning hardware & software solutions for K12 education institutions.

- Owned product positioning & messaging for education software
- Developed go-to-market launch strategies for new product initiatives
- Created assets and campaigns to support user adoption and growth
- Collaborated cross-functionally with product, UIUX, and marketing teams

Alcumus | Product Marketing Manager

March 2021 - September 2022

Alcumus is a multinational SaaS company, with a focus on Environment, Social, and Governance (ESG).

- Owned go-to-market strategies with a focus on user growth
- Researched user journey, segment personas, and crafted narratives
- Applied multi-channel attribution (email, social, content, etc) to uncover actionable insights for sales and marketing teams
- Lead integration with partnerships (in record time)
- Established product Key Performance Indicators

Morfene | Growth Marketer

September 2012 - March 2021

Developed GTM strategies for early-stage tech companies incubated at YCombinator and 500 Startups. Implemented multi-channel digital marketing campaigns that resulted in:

- 70% increase in online visitors
- 32.4% conversion rate
- Increased inbound Market Qualified Leads by 12% Month-Over-Month
- Provided actionable insights for lead generation

CoreLogic | Solutions Specialist

March 2019 - October 2019

- Configured systems that power 70% of MLS in North America
- Assessed client requirements for scope, schedule, and feasibility
- Engaged stakeholders with progress reports, change management, and alternative refinements to customize client solutions.

The Huffington Post | Technology Writer

June 2015 - October 2017

Published technological breakthroughs focusing on Artificial Intelligence and corporate philanthropy.

Techcrunch | Technology Writer

May 2015 - June 2015

Applied empirical analysis and revealed anomalies in economic data to accurately forecast NASDAQ's growth rate nine months in advance.

Qoture | Founder

July 2009 - August 2012

Applied Machine Learning (computer vision) to prescribe clothing sizes for online shoppers.

- Managed technical team of CompSci PhDs (4)
- Raised seed capital and secured national level grants
- Partnered with Fortune 500 customers

Innovate Calgary | Innovation Analyst

April 2008 - June 2009

University of Calgary's Technology Transfer Office

- Identified, evaluated, and commercialized university inventions
- Developed Go-to-Market Strategies for medical diagnostic imaging software & devices (Cardio MRI & Breast Cancer)
- Establish business foundations including market assessments, budgeting, and marketing collateral
- Analyzed & implemented economic, technical, and market trends

Education

Massachusetts Institute of Technology | Machine Learning

Certificate of Machine Learning with a focus on predictive modeling using linear regression, Markov Decision Process, and Neural Networks.

University of Western Australia | Bachelor of Economics

Empirical study on economic theory, using statistical techniques on inflation, taxation policy, labour force, and international trade.

Volunteer

Junior Achievement | Facilitator

November 2019 - March 2020

Led high school program on work readiness, financial literacy, and entrepreneurship.