

## STATS

### FOREIGN LANGUAGES

Spanish

### TOOLBELT

HTML / CSS / Javascript (proficient)

SQL / Python (basic)

Jira + Confluence

A/B & Multivariate testing

Content Management Systems

Adobe Creative Suite

InVision

Sketch

### VOLUNTEER

Mentor (multiple programs)

### HIGHLIGHTS

Vivala Tech: Personal Feature

Allure, Bustle: Product Features

AMEX Hispanic Heritage Mo. Speaker

T. Howard Awards Alumni Speaker

## EDUCATION

### PARSONS

Master of Fine Arts (MFA) | 3.8 GPA

Design + Technology

2013 - 2015

### STONY BROOK UNIVERSITY

BA | CUM LAUDE | DEAN'S LIST

Political Science, Sociology

Digital Arts (minor)

2006 - 2009

### MITx | DEC '17 Certificate

Introduction to Computer Science and

Programming Using Python (6.00.1x)

### SCRUM ALLIANCE | Certificate

Certified ScrumMaster (CSM)

### GENERAL ASSEMBLY | Certificate

Product Management

Data Analysis

## VIACOM

WEB & EMERGENT PLATFORMS MANAGER | NYC

08/16 - PRESENT

- Keep **68% of all visitors** on the Paramount Network 'Coming Soon' marketing site engaged for 5+ minutes, by building a cinematic and intuitive web experience
- Author **product requirements and feature specs**, while executing against the roadmap for Paramount Network's launch on web, Android, iOS, Roku, and Apple TV
- Troubleshoot platform specific issues across Spike web and apps to decrease content downtime by -25%, resulting in a **+12% increase** in episodic video views
- **Boost mobile engagement** by an average of +26% across apps by streamlining product user flows and leveraging editorial strategy

## DAILYWORTH

PRODUCT MANAGER | NYC

01/16 - 06/16

DailyWorth moved from NYC to PA in June 2016. The Series A funded startup is the leading personal finance and investing brand for women, serving 1M+ subscribers daily.

- Launched the company's first sweepstakes platform (with an engineer in Costa Rica), which generated over **40k subscribers** in a single campaign
- Executed the **metrics-based personalization** of the daily newsletter for all 1M+ subscribers, highlighting favorable content that increased click-through rate
- Redesigned the **subscription onboarding experience** to allow for easier collection of user data, and increased traffic to sister site WorthFM

## TRESSCOVE

FOUNDER, CREATOR | NYC

09/14 - PRESENT

Featured in *Allure magazine*, Tresscove allows users to shop beauty products from multiple retailers in a single shopping cart, and create video/photo tutorials through a 2-step process.

- Lead the ideation, technical development, and launch of the Tresscove iOS app with a team of 6, including 4 engineers based in India; Generated **10k downloads**
- **Pitch business idea** to potential investors, and form relationships with key beauty industry players, including L'Oreal
- Formulate 5-year **financial projections**, balance P&L, and manage expense reports

## BLOOMBERG

MOBILE VISUAL DESIGN GRADUATE INTERN | NYC

05/14 - 08/14

- Optimized asset deliverables, ideated digital experiences, and managed the team's **2-week design sprints** for the Bloomberg Terminal mobile app relaunch
- Collaborated with team of **agile product managers** and **UX/UI designers**

## A+E NETWORKS

DIGITAL PRODUCER | NYC

04/11 - 08/13

- Amassed an additional **33 million page views** by creating the highest visited piece of content on Bio.com, *Famous Lookalikes*, which led to a direct rise in ad revenue
- **QA tested** and worked directly with engineers to fix bugs for the Bio.com relaunch