

## **PROFESSIONAL SUMMARY**

Business, analytics, and growth leader with 15+ years of experience building scalable performance, measurement, and operating systems across agency and client environments. Proven success designing analytics infrastructure, defining shared success metrics, and aligning teams around clear objectives and accountable outcomes.

Known for translating complex data into executive-level clarity, reducing dependency on manual effort, and enabling teams to use data effectively in day-to-day decision-making. Deep background in performance marketing and digital transformation, with a current focus on analytics enablement, performance optimization, and cross-functional alignment.

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## **EXPERIENCE**

### **Head of Performance & Analytics**

**PATHOS** | Remote | Oct 2025 – Present

Lead the agency's performance, analytics, and measurement function, responsible for defining how success is measured, communicated, and used across internal teams and client engagements.

- Design and implement a unified measurement framework that aligns teams, clients, and leadership around shared objectives and performance indicators.
- Partner with internal teams and clients to define KPIs, establish reporting standards, and evaluate progress against business goals.
- Oversee analytics infrastructure spanning DSPs, GA4, CRM platforms, BigQuery, Google Sheets, Supermetrics, and Looker Studio, delivering reliable and accessible real-time reporting.
- Translate performance trends into actionable recommendations that inform prioritization, investment decisions, and operational improvements.
- Establish the agency's approach to AI adoption through governance, training, and workflow automation.

### **Director of Digital**

**PATHOS** | Remote | Jul 2019 – Oct 2025

Founded and scaled the agency's digital practice into a multi-million-dollar business line encompassing paid media, analytics, web development, and digital transformation.

- Established the operational foundation, delivery frameworks, and strategic partnerships needed to scale.
- Directed and advised on \$5M+ in annual media spend, aligning channel investment with client growth goals and efficiency targets.
- Developed pricing models, operational workflows, and cross-functional processes that improved throughput, margin, delivery consistency, and alignment across Finance, Creative, Web Development, and Media teams.
- Built automated reporting infrastructure by integrating platform APIs with SQL/BigQuery and surfacing data in Looker Studio, eliminating over 90% of manual reporting effort.
- Led new business pitches, proposals, and executive presentations, contributing to multi-year client wins across B2B and B2C categories.
- Supported executive leadership with growth strategy, analytics architecture, and operational improvements that strengthened accountability and execution clarity.

**Digital Strategy Consultant (Contract)**

**Optimize Ad** | Austin, TX | Mar 2018 – Aug 2018

- Launched and optimized paid search and native campaigns under strict CPL targets for a performance-based firm.
- Designed scalable campaign structures and reporting frameworks to support sustainable in-house execution.
- Trained internal teams on bidding strategy, optimization methodology, and performance analysis.

**Senior Digital Strategist**

**BG, Inc.** | Remote | Sep 2017 – Jul 2019

- Expanded digital strategy and analytics capabilities during a period of organizational transition and growth.
- Defined service offerings, pricing models, and deliverable frameworks that enabled scalable growth.
- Led QBRs with key clients, translating performance data into actionable strategy and budget recommendations.
- Designed planning and reporting frameworks that reduced misalignment between strategy, creative, and execution.

**Account Manager & Digital Lead**

**BG, Inc.** | West Palm Beach, FL | Feb 2013 – Sep 2017

- Led integrated marketing programs across healthcare, hospitality, education, entertainment, and automotive clients.
- Helped transition the organization from traditional media into digital-first execution, shaping workflows and teams.
- Consulted on annual planning and performance benchmarking, aligning media investment with business goals.
- Managed timelines, budgets, and cross-functional collaboration across branding, web, and media initiatives.

**Executive Assistant to President**

**Chase Entertainment** | Fort Lauderdale, FL | 2010 – 2013

- Supported artist management operations, promotions, and deal negotiations for a Grammy-winning roster.
- Managed tour logistics, production budgets, and coordination with record labels and promoters.
- Supported early digital promotion and performance tracking for artist releases and campaigns.
- Introduced internal organization systems that improved operational efficiency and workflow.

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**CORE EXPERTISE**

**Analytics & Measurement:** GA4, Looker Studio, SQL/BigQuery, Supermetrics, MTA

**Performance & Operations:** KPI Design, CAC/ROAS/LTV Analysis, Funnel & Pipeline Measurement

**Strategy & Enablement:** Measurement Frameworks, Executive Decision Support, Stakeholder Alignment

**Platforms:** Salesforce, HubSpot, Marketo, Klaviyo, SEMrush, Google Ads, Meta Business Suite, LinkedIn

**Operational Systems:** Reporting Automation, Process Improvement, AI-Enabled Workflows

**Leadership:** Cross-Functional Alignment, Executive Communication, Team Enablement

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**EDUCATION**

**MBA** – University of Florida (2015)

Hough Graduate School of Business

**BS** – Louisiana State University (2011)

Marketing & Business Operations