

# NAME

ADDRESS | NUMBER | EMAIL

Qualifications for

## JOB TITLE

Leader | Entrepreneur | Marketing Strategist

C-level executive and marketing leader with entrepreneurial drive and over 15 years of proven success in growing startups and established businesses into multi-million dollar operations internationally and within the U.S. Excels in planning and executing integrated marketing campaigns for both B2B and B2C businesses that result in immediate and sustainable results in terms of customer base, revenue, and brand awareness. Proven ability to effectively use both organic and paid acquisition channels— including social media, SEO, online text and display ads, and email campaigns— to attract and acquire new, high-quality customers. Shares industry knowledge and success stories through interviews, published articles, guest lectures, and industry conference speaking engagements.

### KEY SKILLS

- Strategy Execution
- Branding
- Team Leadership
- Content Marketing
- Digital Marketing
- Marketing Analytics
- Email Marketing
- Product-Solution Offerings
- Funnel Creation
- Client Relations
- Team Building
- Startup Leadership
- PR
- TV/Radio
- Negotiations
- Turnarounds

### EDUCATION

Wharton (University of Pennsylvania) – MBA, Marketing

Stanford University – BA, Psychology & Italian Literature

### EXPERIENCE

**Chief Marketing Officer** – SPARKED, San Francisco 2010 - Present  
*Creates and leads the execution of the marketing strategy for a customer predictive analytics platform that determines customer lifetime value, likelihood of customer turnover, and behaviors that drive loyalty.*

- Develops brand and messaging strategies to promote product with emphasis on successful email marketing campaigns, online text and display advertisements via AdWords, LinkedIn, and Facebook.
- Creates email marketing strategy and content to generate 40% open rates and 10% click rates.
- Heads content marketing by writing e-books, white papers, articles, and infographics and ~~white papers, as well as articles and infographics~~ published in *Fast Company, Wired, Entrepreneur, MarketingProfs, The Next Web, PandoDaily, Harvard Business Review*, and more.
- Completes speaking engagements to drive brand and product awareness at conferences such as TechWeek, SocialMedia Bistro, Digital Entertainment World, Kellogg Tech Conference, and Social Media Hour (podcast).
- Attracted over 80k users through social media and PR campaigns for Sparked's first iteration as a microvolunteering platform, with coverage by *The New York Times, CNN, Time, BBC, NPR, and The Huffington Post*.

**Marketing Consultant** – SYMANTEC, Mountain View 2006 - 2008; 2010  
*Provided consulting services to improve products, service offerings, and conversion.*

- Identified strategies and created campaigns to boost social media success via Facebook, YouTube, Instagram, Twitter, and LinkedIn.
- Contributed to the development of Norton 360 premium service offerings and delivered strategies to convert current customers' accounts to premium accounts.

**CEO** – EDVANCE ONLINE, Mumbai 2008 - 2009  
*Led the marketing strategy and drove growth for Edvance, co-founded and chaired by the former CEO of The Times of India, which provided social, micro-community websites for college and high school students in India.*

- Drove user acquisition resulting in more than 50k monthly active users within the first year.

**Commented [K1]:** Excels and shares= one verb tense. Then your other sentence starts with proven= a switch in verb tense. Grammatically, you should keep them all consistent. Excelled, proven, shared (correct verb tense)

**Commented [K2]:** This is the verb tense switch. This one is the correct tense.

**Commented [K3]:** I put in em dash, so that attracting and acquiring new, high quality customers would get the emphasis it deserved.

**Commented [K4]:** Periods are not needed—especially in bulleted form, but you can choose to keep them. You are consistent as you always have periods, so it is fine to keep them; I just usually tell people to not use them in bullet points.

**Commented [K5]:** Separated all by commas. The “as well as phrase” acts as an aside and should grammatically be surrounded by commas on both sides. However, I don't see the articles and infographics as an aside point. It should stand out in your list.

**Commented [K6]:** It seemed odd to me to convert customers (people) into accounts (object). So I changed it to customers' accounts; however, you could also say: delivered strategies to convert current customers to premium account holders. (People to people—customers to holders). Or you can leave it as you had it. It made sense; it just seemed odd to me. I like when businesses talk about people as people and not just as an object (an account). You can also list the kind of account they used to have: customers' basic accounts to premium.

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- Created Facebook pages with 100k fans.
- Launched Google AdWords text/display advertising campaigns with 10% CTRs, and over 100k clicks.
- Managed e-mail and mobile marketing campaigns for 25k subscribers, with 10%-20% response rates.
- Signed corporate sponsors including Sony Records, Paramount, Red Bull, and Tiger.

**President** – ASK, San Francisco & Sydney 2002 - 2005

*Expanded U.S. and global e-learning operations for ASK, which offers human capital management services in North America, Asia, Europe, and Australia. Focused on high-end interactive learning and web-based business simulations.*

- Drove global e-learning revenue from \$500K to \$15MM and U.S. overall revenue from \$400K to \$8MM in two years.
- Transformed the online division from smallest to largest company division in 18 months.
- Led the sales team in winning over 50 client accounts, including Cisco, Symantec, Google, Shell, HP, and IBM; in the U.S. and overseas clients that included Toyota, Singapore Air, China NetCom, Canon, Sony, DHL, and Qantas.
- Set record for most e-learning awards in a single year at the industry's primary awards competition (Brandon Hall).
- Co-produced *Peter Packet*, a viral web hit for Cisco and the United Nations, which was later independently spun off to *Pocket God*, the first paid iPhone app to reach two million downloads in the Apple app store.

**Co-Founder, President** – BizQUIZ, San Francisco / Singapore 1999 - 2002

*Co-founded and led BizQuiz, providing an online consumer web portal targeting young professionals and customized web-based e-learning solutions for corporations.*

- Raised \$2M in funding and recruited Cisco board member and Stanford Dean of Engineering to chair the company.
- Won licensing contracts and co-authored a proprietary learning management system for Sony and Hewlett Packard.
- Built web-based training and development solutions in eight languages for Cisco and Hewlett Packard that were used by more than 30k employees and 80k channel partners located in the US, Europe, and Asia.
- Negotiated acquisition, selling company to ASK in 2002.

**Director of Marketing** – SCORE@KAPLAN, Palo Alto 1995 - 1998

*Created and led the marketing department for Score, funded by William Hewlett, to provide innovative multimedia learning curriculum to students.*

- Developed an integrated marketing plan and created a full suite of marketing collateral, television and radio commercials, newspaper ads, on-ground events, and public relations activities to drive rapid growth.
- Created a national marketing plan increasing the average monthly center signups by 400% in the first three months.

## HONORABLE ENGAGEMENTS / INTERVIEWS / PUBLISHED ARTICLES

**Guest Lecturer at:** Stanford, Wharton, INSEAD, and Berkeley business schools.

**Industry Conference Speaker for:** TechWeek, SocialMedia Bistro, Digital Entertainment World, Kellogg Tech, and Social Media Hour.

**Interviewed by:** NPR, Wall Street Journal, Philadelphia Inquirer, Social Media Hour, Business Interviews, and DNA.

**Authored Marketing Articles published in:** *Entrepreneur, MarketingProfs, Harvard Business Review, Fast Company, The Next Web, Wired, and Pando Daily.*

## MEMBERSHIPS

**Advisory Board Member** – JobJuice, Lexercise, and Culture Agents

**Founder and Manager** – Award winning World music ensemble touring globally and performing at the Olympics, White House, Hollywood Bowl, and Carnegie Hall.

**Commented [K7]:** Used semi-colon to separate in and out of country since this sentence already contained a lot of commas.

**Commented [K8]:** I personally would take out this word. It weakens this statement, and this is such a powerhouse statement. You can take out the word entirely, and it would still make sense.

**Commented [K9]:** "that were used by" = wordy. You want succinct and powerful. Built Cisco and Hewlett Packard web-based training and development solutions in eight languages, used by 30K employees and 80K channel partners.

**Commented [K10]:** Sold? This happened in 2002, so shouldn't it be past tense? Negotiated the acquisition and sold the company to ASK in 2002. (ing verbs can also be used as a gerund—the subject—but that is unclear here).