

Data-Driven Growth Strategist & AI Architect High-impact marketer and NYU MS candidate with a 4.0 GPA, specializing in the intersection of algorithmic SEO, predictive modeling, and automated growth systems. Proven track record of scaling user bases to 150k+ and generating \$400k in revenue through omnichannel strategies and high-leverage brand partnerships. Expert in deploying proprietary LLM workflows and schema architectures to transition traditional marketing departments into AI-ready powerhouses.

## EDUCATION

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New York University, School of Professional Studies, New York, NY Expected Grad May 2027  
Master of Science, Integrated Marketing w/ concentration in Marketing Analytics  
GPA: 4.0  
California State University Northridge Sept. 2022 – May 2024  
Bachelors of Science, Marketing. Minor Data Analytics  
Cum Laude

## Professional Development

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A Crash Course in Artificial Intelligence - Stanford Continuing Studies (2025)  
Code in Place Python - Stanford (2025)  
Intro to Python - UCI Continuing Studies (2025)  
Datathon @ Roku w/ NYU - 1<sup>st</sup> place winners  
6.S192 Agentic Web: Networked AI Agents and Decentralized AI - MIT EECS IAP Winter  
Multi-touch long-cycle sales

## EXPERIENCE

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### AI Strategy and SEO Lead

Above the Bar Marketing | January 2025 to Present

- Piloting new ways to utilize AI reshaping SEO. Reduced operational overhead by replacing offshore manual labor with an in-house designed AI model. Architected a Marketing Mix Modeling (MMM) framework to quantify channel-level ROI and inform strategic investment across a multi-brand portfolio.
- Engineered predictive analytics models for lead quality forecasting, utilizing Python and external environmental variables to optimize seasonal marketing spend.
- Designed and deployed AI-driven automation workflows that reduced operational dwell times and eliminated the need for offshore teams through proprietary LLM models.
- Standardized enterprise KPI reporting and automated GA4 event tracking governance, improving data integrity and reducing manual reporting time by 50%

### Growth Strategy Lead

Pickaxe | December 2023 to September 2024

- Led full-funnel performance measurement from lead acquisition to sales conversion, utilizing SQL and MongoDB to identify and resolve conversion bottlenecks.
- Conducted incrementality analysis on brand partnerships (AppSumo), resulting in a \$400k revenue lift and 150k new users in 4 months.

## Skills

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- **Technical Tools:** SQL, Python (pandas), Looker, MongoDB (for lead data analysis) GA4, Tableau
- **Sales & Lead Generation:** Outbound prospecting, inbound lead nurturing, CRM management (Klaviyo, HubSpot), cold email campaigns
- **Marketing Analytics:** Google Analytics, A/B testing, conversion rate optimization (CRO), ROI tracking
- **Digital Advertising:** Meta/Google Ads, retargeting, CAC reduction strategies
- **Collaboration:** Cross-functional alignment with sales, product, and engineering teams
- Monday.com

## Certifications

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- Google Digital Marketing & E-commerce Professional Certificate - All 7 Courses from Google
- Splunk Fundamentals Training
- Social Media Marketing Certification - Hootsuite
- Hootsuite Platform Certification - Hootsuite
- Bloomberg Market concepts - Bloomberg
- Foundations of Leadership Certificate - NSLS Foundation
- Orientation and Leadership Training Certificate - NSLS Foundation