

## Key Skills

**Personal statement:** I am a widely trained strategist, rooted in standards and process, but known for solving problems creatively and quickly, with limited resources. My passion is building strong diverse teams and building and strengthening client and stakeholder relationships. I thrive in challenging spaces where I can prove my worth and grow.

- Experienced Team Leader
  - Strategic Planning
  - Sales/ROI Forecasting
  - Vertical Integrations Sales
  - Multi-channel Management
  - Integrated Marketing
  - Resource Planning
  - Process Optimizations
  - Revenue Generation
  - Data Integrations
  - CRM Management
  - Product Development
  - Crisis Management
  - Database Strategy
  - Brand Building
  - Strategic Relationship Builder
  - Change Management
  - Product Positioning
  - Offshore Team Integrations
  - Client/Training presentations
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## *Epsilon (Alliance Data Systems)*

Dec. 2014 – Current  
New York, NY

### *Campaign Operations Platform Sr. Manager*

- Review client objectives and develop short and long-term email strategies to ensure successful multichannel integration as sole platform manager for Ford, Honda and as part of the AutoNation team.
- Manage Honda's email business from 2 small campaigns, to a thriving email ecosystem by consistently providing reporting and insights, improving performance and increasing segmentation for an expected ~\$32 million in revenue.
- Coordinate migration of email campaign operations for off-shore teams, via training, planning and process flow creation, freeing up 40% onshore resource time, dropping cost per mail event by 48% in first year.
- Coordinated various teams on onboarding of triple volume of work from starting on Ford account, due to optimized processes and successful deliveries of complex segmentations, dynamic builds and improved delivery performances by 38% in first year.

### *Business Systems Analyst – Digital Products*

- Architect efficiency streamlines: quality-controls, 100% deployment accuracy in 2+ years, reducing time-to-delivery by ~40%.
- Drove increased revenue/client engagement and market leading expertise by helping establish standards of a new offshore technical team, reducing costs for production for a portfolio of 133 clients, expanding Digital Products workloads by 35% YoY.
- Consult with client's internal teams to manage their email platform optimization; leading creative and strategic initiatives to drive more personalization, segmentation, and multi-channel integrations for clients such as Mars PetCare, Synchrony Financial, Discovery Network, Charter, Abbvie, Edward Jones and Ford Motor Company.
- Manage transitioning of entire email systems to proprietary platform; harmonizing data, HTML, scripting, automations, integrating Agility and Conversant analytics: leveraging vertical integrations, adding approx. \$65M more in work for company.
- Represent company as lead platform expert onsite for The Children's Place: scope, staff and contribute to multichannel sales pitches.

## *EY (Ernst & Young)*

Apr. 2013 – Dec. 2013  
Buenos Aires, ARG

### *Senior Associate - Strategy, Measurement and Quality Assurance*

- Set up new Argentine division of Q.A. for internal clients, worked with upper management to establish brand new Global Knowledge team.
  - Train onsite with team in Gurgaon, worked closely with management to get global team alignment through Agile methodologies: implemented video scrums and sub-committees, increased communication and project collaboration up to +28%.
  - Coordinated brand change Q.A. initiatives for EY.com with vertical teams and internal global C-levels; using standardizations for internal websites and databases, streamlined site efficiencies by +34% and improving site heat maps and usability.
  - Redesigned resources using CCPM to improve allocation by 23%: hiring and training 4 more resources in Asia, growing total team by 15%.
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## *Acceleration (WPP Digital)*

Nov. 2010 – Apr. 2013  
Buenos Aires, ARG

### *Campaign Manager / Client Marketing Manager / Quality Assurance Lead*

- Handled global team of +12 technical specialists; allocated work and resourcing for company's largest grossing client with 48% of revenue generated.
- Mobilized campaigns and automations with internal/external teams; provided superior client service and round-the-clock customer relationship, crisis management using change controls. Worked with client directly to optimize offerings of campaigns via mobile, analytics, app integration and marketing efforts for cross-selling, cart-abandonment automations, and targeted segmentation for VIP campaigns.
- Lead client presentations, consulted/trained various Fortune 500 clients, as sole direct relationship manager for entire company's Tier 2 and Tier 3 clients; troubleshooting, customer service, reporting, strategy, platform migration.
- Outlined and forecasted ROI and trend analysis, presented business opportunities to CFO and senior management executives.
- In charge of all Quality Assurance for top tier US and European accounts: unprecedented 100% error free first year in 4 different languages.

## *Faerber (New York) Inc.*

Feb. 2007 – Jul. 2009  
New York, NY / Geneva

### *Office Manager & Graduate Gemologist*

- Organized marketing efforts for trade/retail shows in Las Vegas, New York, Palm Beach and Miami Beach, targeting wholesale and high-end retail, building and leveraging market and client data.
- Purchased as high value bidder for firm at major auction houses for up to \$1.5 million; as sole gemologist valuated goods for high-level purchases and sales.
- Orchestrated joint-marketing venture with Neiman Marcus, initiating direct sales, trunk shows: client development, client service with wholesale and retail clients, and sourcing pieces for client requests.
- Researched, drafted and negotiated business legal/financial documents, coordinated international high-value shipping, maintained office accounting and managed client billing for small high-value luxury jewelry start-up in US as branch of very lucrative private Swiss company.
- Controlled inventory for thousands of pieces from: purchase to memo to sale; cataloged including photographs and detailed descriptions.

## *Tiffany & Co.*

Apr. 2005 – Dec. 2006  
New York, NY

### *Diamond Grader - QC Control*

- Assisted manager in the organization of entire diamond safe and coordinated work allocation for department of 14 graders.
- Organized a digital documentation storage plan, improving organization of lab and spear-headed quality assurance on various workflow issues.
- Graded, calibrated and electronically plotted inclusions of all diamonds over 1ct. processing and managing them in digital system.

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## **HARVARD UNIVERSITY / HARVARD EXTENSION SCHOOL (ONLINE)**

Strategic Management Graduate Certificate – Completion expected: December 2018

Cambridge, Massachusetts

## **FORDHAM UNIVERSITY / THE STRICKLIN SCHOOL OF BUSINESS**

B.S. International Business Management & International Marketing – 3.75 GPA (75% funded by Dean's List scholarships)

New York, New York

Native & Business Spanish, Native editorial English (TEFL Instructor Certified); proficient Romanian; conversant Italian; French comprehension.