



PROFESSIONAL SUMMARY

Customer insights and experience strategist with 10+ years of experience translating customer feedback, behavioral data, research, and stakeholder needs into actionable business recommendations. Skilled at bringing structure to complex problems and aligning cross-functional teams around better customer experiences.

CORE COMPETENCIES

- **Customer Insights & Research:** Voice of Customer Strategy • Customer Feedback Analysis • Survey Research • Qualitative Research • Behavioral Analysis • Root Cause Analysis • Customer Journey Mapping
- **Strategy & Storytelling:** Insight Synthesis • Experience Strategy • Opportunity Prioritization • Executive Storytelling • Customer Segmentation • Continuous Improvement
- **Program Leadership:** Cross-Functional Leadership • Process Design • Feedback Loops • Stakeholder Management • Agile/Scrum • Project Management • Change Management

WORK EXPERIENCE

Freelance Marketing Consultant

New York, NY | 2025–Present

- Conduct customer and stakeholder research, develop journey and lifecycle frameworks, and translate qualitative and quantitative insights into actionable recommendations for customer experience, engagement, and organizational strategy.

Customer Experience & Communications Marketing Manager / Marketing Specialist

United Site Services | Remote | 2022–2025

- Analyzed customer feedback, support tickets, behavioral data, and web analytics to identify root causes and journey gaps, then partnered across Sales, BI, IT, CX, Product, and Operations to implement improvements—including changes to the digital quote experience that contributed to a 418% increase in conversions.

Digital Content Producer

BostonChefs Inc. | Boston, MA | 2020–2022

- Combined consumer research, interviews, audience analytics, and trend analysis to identify customer interests and translate insights into audience-focused editorial and digital strategies.

Marketing Content Audit & Insights Specialist, Contract

Rapid7 | Boston, MA | 2019

Digital Experience & Communications Specialist, Contract

Wentworth Institute of Technology | Boston, MA | 2019

Marketing & Communications Officer

Mental Health Foundation of New Zealand | Auckland, New Zealand | 2015–2018

- Designed and analyzed audience surveys and feedback, combining qualitative research, analytics, and stakeholder perspectives to inform national campaigns, communications, and community engagement strategies.

TECHNICAL SKILLS

Salesforce Marketing Cloud • Looker Studio • GA4 • Glassbox • Jira • Asana • Airtable • Figma • Excel

EDUCATION

- **Boston University** — Master of Gastronomy, 2021
- **University of Iowa** — B.A. Anthropology & B.A. Creative Writing 2013