

Profile Summary

Experienced Partner Manager with a diverse background in eCommerce, marketing, events, and film production. Driven by a genuine passion for connecting individuals and fostering mutually beneficial opportunities. Additionally, the Learning Officer for YPO Next Generation's Chapter in NYC (with over 300 dues-paying members).

Work Experience

TECHNOLOGY PARTNERSHIPS MANAGER, *Nosto*, New York, NY *January 2022 - Present*

- Initiated & cultivated more than 70 strategic partnerships within the eCommerce sector, leading to a 66% surge in new business referred by technology partners from 2022-2023.
- Developed processes for onboarding and fostering high-yield relationships with technology partners
- Facilitated a tight feedback loop between clients and partners, ensuring a client-first mentality to integration development
- Represented Nosto as an expert in Customer Experience and Onsite Personalization in the eCommerce Community delivering presentations in industry webinars alongside our partners (eg: linked [here](#))
- Championed partner marketing efforts to generate over 2K impressions per quarter on virtual marketing (eg: webinars, blog posts, and eBooks) and \$70K in sponsorship from partnerships for Nosto-Led events in Q1 & Q2 2023

PARTNERSHIPS & PRODUCTION MANAGER (Project Role), *Braya USA*, New York, NY *June 2021 - January 2022*

- Co-created, managed, and launched a multi-city sampling program for Vacation Inc sunscreen in Miami, NYC & LA, reaching 13,911 consumers within 10 days. Led a team of 10 Brand Ambassadors, training them to target high-intent buyers, and personally acted as a Brand Ambassador when needed.
- Established winning event summary framework, securing new projects from our client base. Presented said event summaries for Proximo's Endless Summer at Surf Lodge, Greenies Tour, Seltzerland, and Vacation Inc.
- Led Jose Cuervo's Music Festival Strategy for 2022, overseeing contract negotiations with AEG and Live Nation across 6 target markets and 5 festivals. Contributed to installation design, consumer participation elements, and bar program. Presented sponsorship packages and enforced project deadlines for the Proximo team.

PARTNERSHIPS MANAGER, *Hawke Media*, New York, NY *September 2019 - June 2021*

- Recognized as [HawkeStar](#) (Employee of the Month) in April 2021
- Established 486 partnerships across diverse industries, including SaaS platforms, agencies, venture funds, and independent consultants. This resulted in 738 new opportunities valued at \$3.1M in monthly recurring revenue for the sales team.
- Managed and continually improved reporting and tracking across all partnership channel tools, using data to focus on high-yield relationships and increase AOV by 27% in 2020.
- Trained a West Coast Partnerships Manager, an East Coast Partnerships Manager, and a Partnerships Associate, while ensuring cost efficiency as the top revenue channel at Hawke Media.

Education

Bachelor of Arts | New York University Tisch School of the Arts

2019

Concentration in film editing, documentary and music video production

Skills

Asana - Hubspot - Partnerstack - PartnerPage - Dedicated.ai - Gorgias - Postscript - Facebook Ads Manager - Google Ads - Eventbrite - Clubhouse - Adobe Creative Suite - Canva - Link.tree - Nosto - Jiminy - Monday - Notion - Salesforce - Wix