

EDUCATION

- STANFORD UNIVERSITY** Stanford, CA 09.12 to 06.17
- B.S. in Product Design Engineering and minor in History
- TRINITY SCHOOL** New York, NY 09.99 to 05.12
- AWARDS: Spirit Award voted on by graduating class, Sportsmanship Award (varsity tennis team), Physics Photo Award (American Association of Physics Teachers), Silver Key for personal essay (Scholastic Art & Writing Awards)

RELEVANT EXPERIENCE

- ASSOCIATE GLOBAL PRODUCT MARKETING, BOBBI BROWN | ESTÉE LAUDER COMPANIES** New York, NY 08.17 to Present
- Manage development of over 30 product launches for three-year pipeline; Support launches through product ideation, package and product development, timeline management, cost of goods, pricing analysis, and creation of go-to-market strategy with alignment from cross-functional teams
 - Lead execution of collateral and visual merchandising for all holiday, lip and retailer exclusive programs
 - Research current trends and analyze competitive and internal sales results by form, benefit and shade to assess SKU productivity and inform potential discontinuations and future product launches
 - Collaborate with over 60 affiliate marketing teams around the world to ensure programs meet regional/market needs and communicate all relevant information on upcoming launches to these groups

- CO-FOUNDER | DESIGNABLE** Stanford, CA 11.16 to 07.17
- Created app (available in app store) that facilitates independence in hygiene for individuals on the autism spectrum
 - Conducted over 70 hours of interviews, observed hygiene habits firsthand, and prototyped product ideas at various stages with over 40 caregivers, therapists, educators, doctors and people with autism
 - Established brand, website (designableco.com), affiliated social media channels, and developed qualitative and quantitative survey for parents of children with autism with 100+ respondents
 - Raised \$1000 in crowdfunding campaign to support app development
 - Semi-finalists in 2017 RESNA Student Design Competition for assistive technology

- PROJECT MANAGER / MARKETING ASSOCIATE | STANFORD MARKETING** Stanford, CA 10.13 to 09.15
- Directed team of five in marketing project with Juice Press to identify growth opportunities in the Bay Area; Presented actionable recommendations to executive leadership team
 - Identified and secured partnerships with companies such as Hilton Worldwide and Juice Press
 - Selected to work on Nike project to strengthen consumer loyalty by focusing on in-store, online and newsletter engagement; Presented research and actionable recommendations to executives at Nike headquarters
 - Developed nationwide survey with 550+ respondents and audited local Nike stores and interviewed managers to identify strengths/weaknesses in hiring practices

- DIGITAL MEDIA & MARKETING INTERN, BRAVO | NBCUNIVERSAL** New York, NY 06.15 to 09.15
- Created strategic content for Bravo's Daily Dish app using Photoshop and Final Cut Pro
 - Devised and presented go-to-market strategies for multiple social media campaigns to drive consumer engagement
 - Conducted competitive research to support the development of a "shoppable" experience for Bravo's digital viewing platforms
 - Pitched reality T.V. show to Bravo/Oxygen executive team including strategy proposals for marketing, partnerships, programming, PR, social media, and digital

- PUBLICITY INTERN | THE WEINSTEIN COMPANY** Beverly Hills, CA 06.14 to 08.14
- Created press breaks, handled invoicing and internal accounting, edited over 60 pages of production notes for *Sin City 2* and *The Giver*, managed press contacts, and created schedules for talent for promotional events
 - Facilitated the organization and logistics of publicity events, press junkets and screenings

EXTRACURRICULARS

- DIRECTOR, BOBBI BROWN MILLENIAL ADVISORY BOARD | ESTÉE LAUDER COMPANIES** 04.18 to Present
- Lead monthly meetings of 12 cross-branded board members focused on millennial trends and feedback on product ideas, prototypes and campaigns; Cascade findings and implementation strategy to senior management
- BOARD MEMBER / VOLUNTEER | KIDS WITH DREAMS** Palo Alto, CA 03.13 to 06.17
- Directed musical and coached baseball team for kids with special needs

ADDITIONAL INFORMATION

MISCELLANEOUS: Spanish (proficient); Barre Teacher Certified; Member Estée Lauder iMentor Program; Java, MATLAB, RStudio
DESIGN: Adobe Suite; Final Cut Pro; Machining/Building (welding, lathing, sandcasting, milling, metal forming, woodworking)
INTERESTS: Fitness; Beauty/Cosmetics; Health/Medicine; Theater/Entertainment