



## PROFESSIONAL EXPERIENCE

**SENIOR PRODUCT MANAGER • TUNE** 7/2021 – Present  
*TUNE is an affiliate marketing attribution SaaS platform for B2B customers*

At TUNE I lead the Core product area and am responsible for the early stages of the customer journey, including on-boarding, affiliate management, and offer management with a focus on customer growth.

**PRODUCT MANAGER • VECTEEZY** 3/2020 – 7/2021  
*Vecteezy is a stock art and photography provider for B2B and B2C customers*

At Vecteezy I led the Customer Experience product area focusing on subscription customers. Initiatives included managing churn, improving the search experience, establishing personas, and running the NPS program.

**DIRECTOR OF PRODUCT OPERATIONS • QUORE** 9/2019 – 1/2020  
*Quore is a hospitality management SaaS platform for hotels*

At Quore I worked closely with the VP of Product to assist in executing the overall product vision through continuous improvement of process. In addition, I guided 4 direct reports (Product Owners and Scrum Master) and began to establish the Quore office space as a local tech community meet-up spot to aid in recruiting.

**SENIOR PRODUCT MANAGER • CAMPAIGN MONITOR (EMMA)** 10/2014 – 9/2019  
*Campaign Monitor is an email marketing SaaS platform for B2C and B2B customers*

At Campaign Monitor I led three product areas of focus including Content Creation, Insights & Analytics, and User & Account Management. Initiatives included content integration with Eventbrite to drive new revenue, develop actionable insights for franchises with a focus on growth, and increase visibility and accuracy into billing details for enterprise customers.

**USER EXPERIENCE DESIGNER & FRONT-END DEVELOPER • EMMA** 04/2011 – 10/2014  
*Emma is an email marketing SaaS platform for B2C and B2B customers*

At Emma I helped define user experiences for greenfield initiatives such as the WYSIWYG email content editor, Emma Social social media analytics and marketing product, as well as 3-5 year future product vision exercises.

**ADJUNCT PROFESSOR • MIDDLE TENNESSEE STATE UNIVERSITY** Fall 2018

At MTSU I taught Interactive Design under the Graphic Design program in the Department of Art. The class covered technical and design concepts related to UX Design, including basic HTML & CSS, wireframing, and prototyping.

**GRAPHIC DESIGNER & FRONT-END DEVELOPER • TAPEONLINE** 01/2005 – 04/2011  
*TapeOnline is an e-commerce store for video production companies selling professional media such as video tape and data storage devices*

At TapeOnline I was responsible for the website's front-end design and development. I also worked with the marketing team to design all marketing materials and manage product photography.

## CONTACT

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## EDUCATION

**MA GRAPHIC DESIGN & VISUAL EXPERIENCE**  
*Savannah College of Art & Design*

**BFA GRAPHIC DESIGN**  
*University of Tennessee*

## CERTIFICATIONS

Scrum Alliance® Certified  
Scrum Product Owner® (CSPO)

Adobe Certified Associate (ACA)

AIGA Nashville Case Award

## VOLUNTEERING

American Diabetes Association

National MS Society

Hands on Nashville

Hack for the Community

## PERSONAL PROJECTS

**AMATEUR RADIO WEEKLY NEWSLETTER**  
[hamweekly.com](http://hamweekly.com)

**CANDOR GALLERY WIDGET**  
[candorgallery.com](http://candorgallery.com)