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Summary

Project and Operations Manager with 7 years of versatile expertise in design, marketing, sales, and operations. I have a proven track record of evolving brands, hitting critical milestones, and successfully launching products across retail, online, and startup brands. My goal with every project and role is to create high-converting user experiences, while identifying growth opportunities and reducing costs. I thrive on taking on new challenges and finding ways to think outside the box. I can step in at any stage and create project structure or work alongside a team to improve existing strategy.

Experience

Operations Manager | Crumble Crust Creations | Sept 2024 - March 2026

- Built and scaled the company's operational strategy from the ground up, running sales campaigns, launching new ordering systems, and getting our products into new locations.
- Developed cohesive brand assets including packaging, signage, and creatives to strengthen visual identity and customer experience.
- Designed and executed sales and marketing campaigns for events and web/social channels, optimizing creatives and ad spend to increase engagement and repeat orders.
- Helped the owner with daily business operations in store, at events, and online to ensure smooth handoff of products from kitchen to consumer.
- Built and maintained a Square integrated WordPress storefront, improving UX, product presentation, and customer conversion.
- Created and analyzed weekly reports on customer behavior, web traffic, and campaign performance to present the owner in meetings; to refine creative direction/product positioning.

Project and Data Manager | Quote.com | June 2020 - August 2024

- Managed a 10 person team, closely collaborating with content managers to bring high converting and uniquely designed assets to pages.
- Organized thousands of lines of insurance rate data into standardized, web-ready visuals across 30,000+ indexed pages improving lead conversion up to 30% YOY.
- Improved production flow and design output with new tools to reduce manual steps, improve turnaround, and ensure accuracy at scale.
- Designed and tested landing page variations, improving conversion rates by ~15–25% and reducing lead form abandonment by ~15-20% through strategic site optimizations.
- Compiled insurance data and rates into easy to use tables/tools accessible on all pages; greatly improving lead capture rate, quote accuracy and customer time on page.
- Created page templates, formatting/design standards, and documentation used across multiple verticals to improve consistency, engagement, and diversify content across the portfolio.
- Coordinated content delivery between writers, designers, and researchers to maintain quality and output on tight deadlines.

Marketing Director | Bud Barn | February 2022 - May 2024

- Key decision maker for all marketing initiatives, creative operations, and design strategies.
- Led seasonal/promotional initiatives and launched digital marketing campaigns across online, in-store, and loyalty channels; while consistently balancing campaign budgets up to \$30k.
- Fully designed and maintained 2 POS-integrated e-commerce websites, supporting product updates, promotions, and UX; site 2 gaining over 200% more MoM traffic in the first 6 months.
- Ensured all design and marketing materials remained compliant with local regulations.
- Led the design and launch of a branded mobile app, focusing on usability, structure, customer retention, and enabling on the go e-commerce.
- Designed and executed daily/weekly promotional campaigns for a 6,500+ member loyalty program, ensuring compliant and cohesive brand communication.

Key Projects

Multi-Channel Paid Acquisition & Funnel Optimization - Creative & Growth Lead

- Managed monthly paid advertising budgets ranging from \$50,000 to \$80,000.
- Increased landing page conversion rates by 20–40% through A/B Testing, funnel reworks, and CTA improvements.
- Reduced wasted ad spend by 15–30% via query pruning and targeting refinement.

Quote.com Conversion Systems at Scale - Project Manager

- Led UX and data systems across 10+ domains and 80,000+ pages, driving up to 30% YoY growth through data-driven UX and CTA optimization.
- Designed standardized templates, reducing production time by 30–50%.
- Improved conversion rates on several head pages by 15–25% and reduced form abandonment 15-20%.

Skills

Creative & Design:

Adobe Creative Suite, Visual Design, Branding, UI/UX Design, Data Visualization, Campaign Design, Packaging Design, Web Design, Graphic Design

Marketing & SEO:

Digital Marketing Strategy, Paid & Organic Social, Email Marketing, Content Marketing, SEO Fundamentals, Performance Analysis, Growth Strategy, E-commerce

Web & Technical:

WordPress, UX, CMS Management, Front-End HTML/CSS, JavaScript, Conversion Optimization, Server Management, Astro

Operations & Systems:

Process Improvement, Team Management, Workflow Design, Cross-Functional Collaboration, Vendor Coordination, Documentation, Project Coordination, CRM Tools