

Work Experience

Technical Product Marketing Manager

Realm

October 2016 — November 2017

- Owned over a dozen product launches, including the relaunch of the Realm Platform. Defined and prioritized our roadmap, led cross-functional teams to develop launch assets, and planned post-launch deliverables to promote adoption and retention.
- Owned Realm's developer-facing marketing. Collaborated with engineering to design and create demo apps, speak authentically to developer audiences, and create developer-specific content to supplement launches.
- Planned and executed an enterprise-first marketing strategy. Distilled enterprise messages into webinars, developed programs that reached technical enterprise audiences, wrote regularly for industry publications, and delivered talks to large technical audiences in the Realm World Tour.

Senior Technical Product Marketing Manager

Heroku

February 2016 - October 2016

- Owned and supported product launches, like the brand-new Heroku Teams product. Defined positioning and go-to-market strategy, and managed the creation of diverse marketing assets by cross-functional teams.
- Owned adoption features in Heroku Teams, collaborated with product design, and worked with product leadership to set a roadmap.
- Managed content marketing across our online channels to many distinctive programming language audiences. Drove a 50% increase in signups from the blog, and increased traffic by 45%. Developed awareness and influencer campaigns for video and across several programming languages.

Founder

strings.fm Inc.

June 2013 - February 2016

Learned to code, recruited my favourite designers and developers, and shipped several apps, including:

- **Morrow** is an AI for personal productivity. Backed by NLP machine learning technology, and an innovative iPhone client.
- **Byedio** is a tool for moving your Rdio collection to Spotify. Built and launched in just a week, Byedio was profitable from day one.

- [strings.fm](#) was an iOS app for playlist creation powered by an algorithm that understands the mood of music.

Used qualitative and quantitative data to turn ideas into MVPs. Secured funding, managed press relationships, and challenged my collaborators to create something new, meaningful, and fun.

Marketing Manager

GoInstant/Salesforce

July 2012 - June 2013

Managed the marketing for GoInstant's co-browsing product after we were acquired by Salesforce, and planned the positioning of our real-time backend as a service. Organized public node.js hackathons, reviewed and improved our SEO, launched and staffed an industry-leading blog on customer experiences, and recruited 15% of our total headcount. Got really good at ping pong.

Freelance Developer

December 2014 - Present

Built first-rate iPhone apps and RESTful APIs using Django Rest Framework and Objective-C. Handled complicated tech including low-level audio and highly-polished animations. Specialized in adding the bits of wonder that no spec can define. Recent projects include Zeal, a to-do list app, and Sonica, a music discovery service.

The Saskatchewaner

Government of Saskatchewan

February 2011 - August 2011

Traveled around Saskatchewan to spread the good word about the Prairies. Won three rounds of a social media vote to get the gig, besting dozens of other contestants. Won Best Online Marketing Campaign from SaskTourism, amassed hundreds of thousands of unique visits to our site, added a couple thousand social media followers, and garnered a truly incredible amount of press coverage.

Skills

- Languages: Objective-C, Swift, Python, Elixir, HTML, CSS
- Django, Django REST Framework, Celery
- AFNetworking, Core Audio, Pop, Core Animation
- UI/UX: Sketch, Form, Motion, Quartz Composer
- Public relations, SEO/SEM, content marketing
- Fluent in French

Education

B.Arts Philosophy (Honours)

The University of Regina

Honours thesis: "Natural social things: forming an anti-racist ontology." 3x Dean's Honour List. Academic Gold scholarship, Academic Silver scholarship.

Awards

- Most Innovative App, TopCoder - 2014 (API Mashathon division)
- Best Online Marketing Campaign, SaskTourism - 2011

References

References are available upon request.