

STRENGTHS

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Portfolio Leadership

Set investment priorities across several acquisition channels, then gave channel owners clear pacing standards and decisions.
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Experimentation

Built shared test routines around hypotheses and readouts. Teams gained a clearer path from pilot learning to scale.
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Decision Science Partnership

Turned model outputs into usable targeting and routing rules. Channel partners often sought input on practical application.
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Forecasting Discipline

Connected spend, leads, conversion, capacity, and ROAS in planning scenarios, helping leaders see tradeoffs before decisions.
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People Development

Coached managers through planning reviews and test design. Several became trusted owners of cross functional growth work.

SKILLS

- Demand Generation
- Performance Marketing
- Growth Strategy
- Personal Lines Insurance
- Channel Strategy
- New Channel Launches
- Experimentation

Test and Learn
- Budget Allocation
- Demand Forecasting
- Scenario Planning

Funnel Analysis
- Cohort Analysis

Segmentation
- Lead Scoring

SUMMARY

Senior **demand generation** leader with 14 years of **performance marketing** and growth experience across **personal lines insurance** acquisition. Leads cross channel portfolios, direct report teams, vendors, experimentation programs, forecasting, and investment planning across paid and partner channels. Uses **funnel analysis**, cohort analysis, segmentation, lead scoring, routing logic, bidding logic, and ROAS discipline to guide scalable growth. Launches new acquisition channels, evaluates pilots, and turns successful tests into repeatable operating practices. Partners with Product, analytics, decision science, channel owners, and vendors on customer experiences, targeting, measurement, and decision systems. Develops managers, aligns stakeholders around measurable objectives, and connects spend, lead volume, conversion, partner capacity, and efficiency. Ready to help a growth organization make sharper investment decisions and create durable acquisition programs.

EXPERIENCE

- Senior Director, Growth Marketing

BlueCrest Insurance Marketing  January 2023 - Present  Denver, Colorado

Leads a national **personal lines** acquisition portfolio across paid media, **comparison marketplaces**, affiliates, and strategic partners. Sets investment priorities, develops direct reports, manages vendors, and connects experimentation, forecasting, decision science, and Product work with measurable growth outcomes.

• Set portfolio investment priorities across paid, marketplace, affiliate, and partner channels for national insurance growth.

• Built **experimentation** standards with hypotheses, success criteria, readouts, and scale decisions across exploratory and mature channels.

• Connected spend, lead volume, conversion, capacity, and **ROAS** in quarterly scenarios for executive investment choices.

• Translated decision science models into **segmentation**, **lead scoring**, routing, and bidding rules for channel teams.

• Prioritized quote flow and landing page tests using funnel drop off, cohort quality, and channel economics.

• Converted successful pilots into operating playbooks, enablement guidance, and repeatable execution practices for growth teams.

Director, Performance Marketing

Redwood Mutual Services  March 2019 - December 2022  Boulder, Colorado

Directed auto and homeowners acquisition across **channel strategy**, agencies, platforms, and lead sources. Built reporting, **forecasting**, vendor governance, and manager development practices that improved investment clarity while protecting conversion quality and unit economics.

• Directed auto and homeowners acquisition strategy across agencies, platforms, lead sources, and partner relationships.

• Launched controlled lead source pilots with conversion and ROAS thresholds, expanding acquisition options without weakening unit economics.

• Connected source, segment, lead quality, quote progression, and policy conversion through cohort reporting for investment decisions.

• Introduced seasonal demand scenarios that helped teams adjust spend before **partner capacity** constrained conversion performance.

• Created vendor scorecards covering delivery quality, economics, test commitments, and operational reliability for renewal decisions.

• Developed managers through planning reviews, test design coaching, and ownership of cross functional growth initiatives.

Senior Manager, Acquisition Marketing

Summit Harbor Insurance  July 2015 - February 2019  Fort Collins, Colorado

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LANGUAGES

English	Native
Spanish	Intermediate

MY CAREER



- Senior Director, Growth Marketing at BlueCrest Insurance Marketing (3.7 Years)
- Director, Performance Marketing at Redwood Mutual Services (3.8 Years)
- Senior Manager, Acquisition Marketing at Summit Harbor Insurance (3.6 Years)
- Performance Marketing Manager at ClearPath Coverage Group (3 Years)

Managed digital acquisition programs for personal lines products across search, social, display, and third party lead partners. Guided test design, **analytics partnership**, pacing, customer experience work, and vendor accountability as budget and channel ownership expanded.

- Managed search, social, display, and lead partner programs for **personal lines** acquisition and customer growth.
- Separated audience, creative, bid, and landing page variables in channel test plans for clearer learning.
- Refined customer segments and lead quality reporting with analytics, linking media results to policy outcomes.
- Created pacing diagnostics that surfaced cost, volume, conversion, and delivery shifts early for channel owners.
- Coordinated landing page experiments with Product and web teams using funnel behavior and cohort results.
- Held agencies and lead vendors accountable through documented expectations, risk reviews, and follow up actions.

Performance Marketing Manager

ClearPath Coverage Group 📅 June 2012 - June 2015 📍 Colorado Springs, Colorado

Executed digital campaigns supporting auto and property insurance lead generation. Built foundational expertise in acquisition economics, forecasting, funnel reporting, testing, vendor reviews, and operational coordination with call center and sales teams.

- Optimized digital campaigns for auto and property insurance leads across multiple acquisition platforms.
- Maintained forecasts and pacing plans, reconciling planned spend with lead volume and conversion trends monthly.
- Built funnel reports from click through lead and quote stages for consistent channel quality reviews.
- Tested audience, bidding, and creative approaches under senior guidance, documenting results for follow up decisions.
- Incorporated call center capacity feedback into campaign pacing decisions during changing demand periods.
- Supported vendor reviews with performance summaries, issue tracking, and documented test findings for leadership.

PROJECTS

Cross Channel Experimentation Program 📅 2024

Built a shared testing system across paid and partner channels, connecting hypotheses, measurement plans, funnel findings, and scale decisions with repeatable operating guidance.

Personal Lines Demand Scenario Model 📅 2023

Created scenario planning for spend, leads, conversion, partner capacity, and ROAS, giving leaders a practical view of growth and efficiency tradeoffs.

LEADERSHIP & AWARDS

- Professional Certified Marketer recognition, American Marketing Association, 2021
- Growth Marketing Leadership Forum peer mentor, 2024 to Present

EDUCATION

Bachelor's Degree in Marketing

Colorado State University 🎓 GPA: 3.5 📅 2012 📍 Fort Collins, Colorado

Coursework: Marketing strategy, Consumer behavior, Marketing analytics, Sales management

CERTIFICATIONS

- Professional Certified Marketer, Marketing Management 📅 2021
- Google Analytics Certification 📅 2022

TECHNICAL SKILLS

- **Acquisition Channels:** Paid media, Comparison marketplaces, Affiliate marketing
- **Marketing Analytics:** Funnel analysis, Cohort analysis, Conversion analysis
- **Experimentation Methods:** A B testing, Test and learn, Hypothesis testing
- **Forecasting Methods:** Demand forecasting, Scenario planning, ROAS modeling
- **Audience Strategy:** Segmentation, Targeting, Audience analysis
- **Lead Operations:** Lead scoring, Routing logic, Lead quality
- **Bidding Systems:** Bidding logic, Budget pacing, Spend allocation
- **Insurance Marketing:** Personal lines insurance, Auto insurance, Homeowners insurance
- **Customer Experience:** Quote flow testing, Landing page testing, Marketing UX
- **Partner Management:** Vendor management, Agency management, Lead partners
- **Reporting Systems:** Performance diagnostics, Vendor scorecards, Executive reporting
- **Planning Practices:** Operating plans, Measurement plans, Scale decisions

PROFESSIONAL AFFILIATIONS

- Growth Marketing Leadership Forum, peer mentor and senior marketing contributor
- American Marketing Association, professional marketing community member

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST