

STRENGTHS

-  **Forecast Leadership**
Built scenario views linking spend, leads, conversion, capacity, and ROAS. Leaders gained a calmer basis for investment decisions.
-  **Experimentation Practice**
When pilots lacked consistency, created shared hypotheses and decision rules. Teams became more confident about scaling or stopping.
-  **Partner Stewardship**
Set clear vendor expectations for delivery, data quality, capacity, and testing. Tough conversations became easier and more useful.
-  **Cross Functional Influence**
Joined Marketing, Product, Analytics, and decision science around shared evidence. Progress usually followed once priorities were visible.
-  **Conversion Focus**
Used funnel and cohort signals to guide UX tests and campaign changes. Customer friction became a practical place to start.

SKILLS

- Demand Generation

Performance Marketing

Growth Strategy

Personal Lines Insurance

Cross Channel Marketing

Acquisition Channels

Vendor Management

Team Leadership

Experimentation
- Demand Forecasting

Scenario Planning

Budget Allocation

Performance Diagnostics

SUMMARY

Senior **demand generation** leader with 14 years and 3 months of experience building **performance marketing** and **growth** programs, including more than seven years focused on **personal lines insurance** acquisition. Leads cross channel portfolios, direct reports, vendor relationships, experimentation systems, demand forecasts, and investment planning across paid media, lead partners, and digital conversion journeys. Connects spend, lead volume, conversion, partner capacity, and ROAS through scenario models that guide budget allocation and scale decisions. Translates funnel and cohort behavior into targeting, segmentation, lead scoring, routing, bidding, pacing, and conversion recommendations. Partners with Marketing, Product, Analytics, decision science teams, and external vendors to launch acquisition channels, document learning, improve customer journeys, and balance growth with efficiency. Ready to help a growth organization turn disciplined experimentation into profitable insurance acquisition.

EXPERIENCE

Director, Growth and Demand Generation

Pioneer Mutual Digital  January 2022 - Present  Denver, Colorado

- Leads a **personal lines insurance** acquisition portfolio across paid media, comparison marketplaces, affiliate partners, and lead providers. Manages managers and senior contributors while guiding forecasts, experimentation, investment choices, vendor coordination, and conversion initiatives.
- Built scenario forecasts linking spend, leads, conversion, capacity, and ROAS for growth decisions.
 - Established test frameworks with hypotheses, criteria, windows, and documented scale decisions.
 - Set budget pacing standards using diagnostics, marginal returns, and **partner capacity** signals.
 - Translated cohort findings into **targeting, segmentation**, scoring, routing, and bidding changes.
 - Prioritized quote journey UX tests with Product using friction, value, and readiness signals.
 - Aligned **channel owners** and **decision science** partners around repeatable acquisition operating standards.

Senior Manager, Performance Marketing

Cedar Ridge Insurance Group  March 2018 - December 2021  Fort Collins, Colorado

- Managed auto and homeowners insurance acquisition across internal teams, agencies, lead vendors, and digital channels. Owned pilot design, forecasting, diagnostics, partner expectations, and **enablement materials** supporting scalable and efficient growth.
- Launched lead source pilots with controlled budgets, audience definitions, and **success criteria**.
 - Built forecasts connecting media spend, lead flow, **conversion**, and policy outcomes for Finance.
 - Introduced **pacing** diagnostics separating temporary volatility from persistent channel performance issues.
 - Negotiated vendor standards covering delivery, data quality, capacity, testing, and escalation paths.
 - Converted channel test findings into playbooks used by campaign managers during optimization.
 - Coordinated agency **partners** and channel owners around quality, volume, **efficiency**, and customer outcomes.

Growth Marketing Manager

Brightwell Consumer Services  August 2015 - February 2018  Boulder, Colorado

- Managed paid acquisition and lifecycle conversion programs across search, social, display, and external partners. Led a small **performance marketing** team while connecting segmentation, funnel reporting, UX testing, vendor delivery, and pacing decisions.
- Connected campaign traffic, lead quality, and conversion behavior through audience segmentation reporting.
 - Designed landing page tests with **Product** partners and documented validated campaign findings.

Lead Scoring

Conversion Optimization

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Director, Growth and Demand Generation at Pioneer Mutual Digital (4.7 Years)

● Senior Manager, Performance Marketing at Cedar Ridge Insurance Group (3.8 Years)

● Growth Marketing Manager at Brightwell Consumer Services (2.5 Years)

● Performance Marketing Specialist at Mesa Peak Commerce (3.1 Years)

- Built monthly pacing views that exposed capacity and conversion constraints before reallocations.
- Managed media, creative, and lead generation **vendors** against scope, performance, and timelines.
- Led weekly analytical reviews that clarified testing ownership and optimization priorities.
- Coordinated search, social, display, and partner campaigns across concurrent delivery plans.

Performance Marketing Specialist

Mesa Peak Commerce 📅 June 2012 - July 2015 📍 Colorado Springs, Colorado

Executed measurable acquisition programs across paid search, display, and affiliate channels. Built foundational reporting, testing, pacing, partner coordination, and documentation practices that supported dependable campaign decisions and team onboarding.

- Connected spend, clicks, leads, orders, and conversion rates through recurring funnel reports.
- Tested audience, bid, landing page, and promotion variations within defined measurement periods.
- Monitored budget pacing and prepared reallocation options from conversion and cost trends.
- Coordinated affiliate partners on launches, reporting inputs, delivery dates, and follow up.
- Created channel templates that improved campaign reviews and supported new team onboarding.
- Documented experiment results before applying proven changes across larger campaign segments.

PROJECTS

Insurance Acquisition Scenario Model 📅 2024

Created a reusable scenario model connecting channel spend, lead volume, conversion, partner capacity, and ROAS. It gave growth leaders a clearer way to weigh scale against efficiency before approving investment.

Cross Channel Experimentation Framework 📅 2023

Built a practical test and learn framework for acquisition pilots, with hypotheses, success criteria, measurement windows, documentation, and enablement materials. Teams gained a shared path from experiment results to channel action.

Quote Journey Conversion Program 📅 2022

Partnered with Product on marketing UX tests across quote and lead journeys. Prioritized customer friction, expected value, measurement readiness, and channel impact so validated improvements could move into campaign execution.

LEADERSHIP & AWARDS

- Recognized by growth leadership for bringing forecast discipline and clearer investment choices to insurance acquisition.
- Received a performance marketing leadership award for building reusable experimentation practices across channel teams.
- Selected to mentor emerging managers through campaign planning, analytical reviews, and stakeholder delivery.

EDUCATION

Bachelor's Degree in Marketing

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

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

CERTIFICATIONS

- Google Ads Search Certification 📅 2026
- Google Analytics Certification 📅 2025

TECHNICAL SKILLS

- **Acquisition Channels:** Paid search, Paid social, Display advertising
- **Insurance Marketing:** Personal lines insurance, Auto insurance, Homeowners insurance
- **Analytics Platforms:** Google Analytics, Funnel analysis, Cohort analysis
- **Forecasting Methods:** Demand forecasting, Scenario planning, Capacity planning
- **Experimentation Methods:** Test and learn, A B testing, Pilot design
- **Performance Measurement:** ROAS, Conversion rate, Performance diagnostics
- **Audience Strategy:** Targeting, Segmentation, Audience definitions
- **Lead Operations:** Lead scoring, Lead routing, Lead sources
- **Budget Operations:** Budget allocation, Pacing, Marginal return analysis
- **Conversion Experience:** Marketing UX testing, Landing page testing, Quote journey optimization
- **Partner Management:** Vendor management, Affiliate partnerships, Agency coordination
- **Decision Systems:** Bidding logic, Investment decisions, Scale criteria

PROFESSIONAL AFFILIATIONS

- Member, American Marketing Association, with continued interest in analytics and growth leadership.
- Member, Insurance Marketing Coalition, connecting with peers focused on customer acquisition and digital conversion.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST