

## EXPERIENCE

### **Amdocs, Inc. (Amdocs Consulting Division)**

*Richardson, TX - Consultant // Jan 2007 - Present*

- Manage integrated testing of hundreds of projects across various computer systems and reporting of complex tracking models that demonstrate \$2M in annual IT savings for AT&T
- Serve on the Amdocs Social Media Advisory Board
- Blog for Amdocs about topics like Web 2.0, risk management, crowdsourcing, and user experience
- Coordinated product strategy, design, development, and testing of a DIRECTV mobile web application that allows users to schedule recordings of television shows from mobile devices
- Advised cross-functional teams on blogging, Twitter, and social media monitoring strategies
- Developed internal promotions and conducted user experience tests for corporate social network
- Assisted in sales and design efforts of web-based 2.5D virtual social network for service providers
- Conducted secondary research and provided MVNO recommendations to cable provider
- Designed end-to-end managed services gift card solution for major satellite service provider

### **SocialNerdia.com**

*Prosper, TX - Editor-in-Chief // March 2009 - Present*

- Blog and produce content about the convergence of technology, marketing, and social media
- Execute social media marketing strategies to generate buzz and authentic conversations on blogs, and social web sites like Twitter, Facebook, YouTube, FriendFeed, Digg, Netvibes, LinkedIn, etc.
- Design and optimize Wordpress CMS, manage ad campaigns, and track performance
- Host and produce "The Social Nerdia Show!" weekly live podcast with influential guests from companies like Adobe, Seismic, Radian6, GM, TechCrunch, Current TV, Kodak, and McKinsey & Co.

### **Stream Realty Partners**

*Dallas, TX - Marketing Intern // Aug - Dec 2006*

- Conducted market research, created branding guide, and developed branding strategies
- Designed and implemented direct and digital marketing programs

### **Subaru of America**

*Dallas, TX - Marketing Practicum Intern // Jan - May 2006*

- Designed and produced award-winning advertising campaign that included print, interactive, TV, outdoor, and grassroots advertisements to promote the Subaru Impreza line
- Presented advertising pitch to executives from Subaru of America and DDB
- Participated in the strategic planning and promotion of the ImprezaPalooza event

### **TorreBlanca Corp.**

*Guatemala City, Guatemala - Marketing Coordinator // Summer 2004, 2005, 2006*

- Project managed design and development of CMS, product catalogs and web site
- Art directed newspaper, point-of-purchase, direct marketing, Facebook, and email ad campaigns
- Managed supplier communications and conducted product orders at trade shows

## EDUCATION & HONORS

### **Southern Methodist University**

*Dallas, TX // Dec 2006*

### **BBA in Marketing – Cum Laude**

*Cox School of Business Honors Program*

Entrepreneurship and Strategy Award Winner

**Minors:** Advertising and Spanish

**Marketing GPA:** 3.93

**Cumulative GPA:** 3.77

## OTHER INFO

**Proficient in:** MS Word, Excel, PowerPoint, Visio, Adobe Photoshop, Acrobat, Premier, InDesign, Illustrator, Dreamweaver, DeviceAnywhere, ARIS BPM, Google Analytics, AdSense, AdWords, SEO, SEM, WordPress, Mercury QC, Facebook Ads, VideoEgg, WebTrends, Social Media Listening Tools

**Languages:** Fluent in English and Spanish

**Community Service:** Led eighteen High School students in month-long trip to Ukraine in 2006