

I work with clients and teams to figure out what comes next and make it happen. My experience spans product development, operations and marketing.

Work Experience

Peejco LLC

Founder

Remote | Jan 2026 - Present

Product studio and consultancy for creative businesses.

- Built and launched Be Right Back (BRBatwork.com), a SaaS tool for PTO and coverage planning for small-to-mid-sized teams, in July 2026.
- Owned product scoping, system design and AI-assisted development with Claude Code and Lovable.
- Delivering operations consulting for creative businesses, including internal audits, organizational and systems design, SOPs, OKRs, performance frameworks, and fractional marketing and operations leadership.

Vector Management

Vice President, Strategic Marketing

Nashville, TN | Aug 2024 - Apr 2026

Led a 13-person marketing and creative department across three offices, supporting 50+ clients at Vector Management, an artist management company and joint venture with Live Nation.

- Partnered with the president to reorganize the department during a company transformation: assessed client and manager needs, planned resources, clarified roles, and introduced project-management practices and performance reviews.
- Built an SOP library and playbook adopted by marketing; communicated priorities and progress across artist management and tour marketing, using ADKAR-informed change plans to support adoption.
- Managed more than \$800K annually across department budgets and client marketing spend, including resourcing decisions and advertising, creative and agency contracts ranging from \$5K to \$80K+.
- Served as primary client contact for the 50+ client roster, translating goals into organic, paid, and owned marketing plans; delivered work hands-on with in-house teams and coordinated partner execution.

Director, Strategic Marketing

Nashville, TN | Nov 2023 - Aug 2024

- Diagnosed workflow and knowledge gaps, then built quality-control frameworks and SOPs to improve departmental delivery.
- Built the department's first analytics and reporting workflows using AI, Chartmetric, Spotify for Artists, Apple Music for Artists, YouTube Analytics, Sprout Social, and CRM software; led team adoption.
- Co-led three cross-functional teams spanning digital marketing, DSP/partner relations, and creative services, reporting to the general manager.

Awards

Sandbox Best Fan Rewards - A Very Laufey Day

Awarded in 2023

Certificates & Training

Live Nation Lead Like a Rock Star Manager Training

Completed Aug 2025

Google Project Management

Completed Jul 2023

Skills & Tools

Product

User research, prioritization, roadmaps & backlogs, user stories, sprint planning, QA

Operations

Workflow design, SOPs, resource & budget planning, ADKAR

Product Marketing

Positioning, pricing & packaging, launch planning, email & SMS

Leadership

Stakeholder communication, goal setting, performance management

AI & Analytics

Claude Code, Codex, Lovable, AI-assisted SQL, data visualization

Foundations Music

Director of Marketing

Brooklyn, NY | Jan 2020 - Oct 2023

- Managed product development for NEEDTOBREATHE's The Insiders, defining scope, managing the roadmap and backlog, writing user stories, planning sprints with external development/design partners, and conducting QA.
- Used member surveys, customer interviews, analytics and revenue data to prioritize features and membership offerings; shaped pricing, positioning and the signup journey. Paid subscribers increased 496% over two years.
- Led marketing for the inaugural A Very Laufey Day on behalf of artist management, working directly with Laufey and coordinating website development, fan messaging and livestream production. Generated millions of earned impressions, reached 100K+ visitors on the event day with the majority signing up to participate, and received Sandbox's Best Fan Rewards award.
- Owned roster's CRM architecture, email and SMS systems, web development, and GDPR data-privacy compliance; directed organic and paid campaigns with budgets ranging from \$5K to \$500K+.
- Initiated the digital marketing team's first SOP handbook, documenting asset standards, posting processes, approval workflows and content-calendar management; remained in daily use and expanded through my departure.

Marketing Associate / Office Coordinator

New York, NY | Oct 2017 - Jan 2020

- Redesigned and led the company's internship program.

The Pekoe Group

Social Media Coordinator

New York, NY | Feb 2017 - Oct 2017

- Managed social media strategy and publishing for the Off-Broadway production *In & Of Itself*.

Variety Attractions

Promoter Representative

Various Locations | Jun 2015 - Oct 2018

- Ran concert operations in 11+ states, coordinating vendors, venues, and touring teams through final settlements.

Selected Client Experience

Underlining indicates work on GRAMMY-nominated or award-winning campaigns.

Vector Management

Allison Russell, Lynyrd Skynyrd, Manchester Orchestra, Molly Tuttle, Tom Morello, among 50+ others.

Foundations Music

COIN, Laufey, NEEDTOBREATHE, Noah Kahan, Young the Giant, among 20+ others.

Volunteer Experience

The Trevor Project

Remote | Apr 2020 - Jun 2024

Digital Crisis Counselor
providing crisis support to LGBTQ+ young people.

Education

Otterbein University

Bachelor of Fine Arts,
Marketing Minor