

SUMMARY

Senior affiliate/partner & certified product growth leader with 12+ years of experience building measurable acquisition & engagement across fintech, SaaS, & consumer hardware. Combines channel strategy with product thinking: hands-on operational execution across partner recruitment, economics, experimentation, platform operations, & regulated cross-functional delivery, paired with a track record of designing rigorous, hypothesis-driven A/B tests that drove double-digit conversion gains. **Founder & Product Builder** experience building an AI-powered B2C/B2B SaaS platform from problem discovery and commercial validation through product definition, UX, rapid prototyping, infrastructure decisions, monetization, and go-to-market. **Uses generative AI** to accelerate research, synthesize customer insights, develop requirements, prototype workflows, evaluate business models, and translate ambiguity into testable product and partnership decisions.

EXPERIENCE

LendingClub | Partner Marketing Manager | San Francisco Bay Area, CA | Feb 2026 - May 2026

Owned strategic partner growth with LendingTree, NerdWallet & Credible for personal loans, translating partner & funnel data into prioritized actions with Credit, Product, Analytics, Legal/Compliance, & Performance Marketing across conversion, lead quality, economics, & customer experience.

- Influenced & launched advertising enhancements with a top partner projected to generate more than **\$1.5 million in incremental quarterly issuance volume** by modeling the partner's potential earnings using historical traffic, conversion benchmarks, & comparative partner performance.
- Led partner preparation & April announcement rollout for LendingClub's planned rebrand to Happen Bank, aligning launch timing, disclosures, asset delivery, & incremental placement opportunities across internal teams & external partners to minimize customer confusion, expand brand awareness, & preserve traffic quality & issuance volume through the transition.
- Analyzed click-to-issued-loan performance by FICO band, loan purpose, amount, term, integration, and partner to identify funnel friction, segmentation opportunities, quality anomalies, and placement improvements. Partnered with Analytics, Credit, Product, and senior leadership to isolate root causes, prioritize corrective action, and protect acquisition efficiency, customer experience, and downstream credit quality.

HireMeIQ | Founder & AI-Enabled Product Builder | San Francisco Bay Area, CA | May 2025 - Apr 2026

- Built and launched an AI-powered B2C & B2B SaaS platform using AI tools like Claude & Replit, personally owning fundraising pitches, user interviews, UX/UI, infrastructure, integrations, positioning, & go-to-market decisions.
- Used direct user feedback & behavioral signals to prioritize onboarding & conversion improvements, coordinating technical execution while developing the financial model, investor story, & early Paid Media acquisition experiments.
- Advanced HireMeIQ from concept to early validation by turning ambiguity into testable commercial hypotheses, establishing lean feedback & measurement mechanisms, & rapidly iterating on positioning, user needs, & monetization assumptions with resourcefulness, urgency, & disciplined judgment required in an early-stage environment.

Discover Home Loans | Principal Digital Marketing Manager | Remote | Oct 2022 - Apr 2025

Owned acquisition across Bankrate, LendingTree, & SuperMoney coordinating Analytics, Product, Creative, Legal, Compliance, & Technology to improve economics & customer journeys in a regulated lending environment.

- **Increased conversion by 21%** by identifying friction in the partner-to-application journey, framing the customer problem as a testable hypothesis, defining treatment and control requirements with Analytics, controlling for promotional-rate-period bias, and segmenting results by publisher. Used the validated outcome to support rollout of the improved winning experience.
- **Reduced CPA by 25%** by analyzing partner, state, customer-segment, and funnel-stage performance, then translating findings into investment, targeting, and journey recommendations with Analytics and Product. **Built & QA'd customized reporting** to monitor partner-level full funnel performance data.
- **Reduced one partner's payout by 62%** by building a performance-based negotiation position grounded in data, aligning internal stakeholders on acceptable economics, & preserving long-term partner value.
- Reconciled a partner-side invoicing discrepancy by auditing Impact.com reporting against submitted charges, documenting the source of the error, & partnering with the publisher's accounting team to correct the invoice & establish a more accurate process.

Plastiq | Senior Partner Marketing Manager | Remote | Aug 2021 - Aug 2022

Led the affiliate & strategic partner program for a fintech payments startup by recruiting & onboarding partners & coordinating campaigns with Business Development & Analytics.

- Built Plastiq's partner infrastructure by translating program guardrails & business requirements from Leadership, Finance, Legal, Analytics, & Product into a structured RFP for three affiliate platforms, evaluating each against commercial, technical, compliance, reporting, & scalability needs
- **Generated more than 50 net new SMB accounts** through partner digital campaigns, then used activation & account feedback to refine the value proposition & next-stage opportunities.

Verizon/YSB | Product & Affiliate Marketing Manager | San Francisco Bay Area, CA | Sep 2018 - Jul 2021

Connected insight, positioning, & full-funnel product decisions with Product, UX, Creative, Engineering, & Analytics

- **Increased transactions by 36% and conversion rate by 142%** by identifying value-proposition and purchase-path friction, partnering with Product, UX, Engineering, Creative, and Analytics to redesign the digital experience, and aligning acquisition messaging with on-site decision points. **Increased conversion by another 12%** through coordinated promotional experimentation across channels and products.
- Relaunched Yahoo Small Business (YSB) affiliate partners in collaboration with Legal & Compliance by translating regulatory & brand requirements into standardized onboarding playbooks, compliance checklists, approval workflows, & partner-facing guidance, enabling consistent execution & creating a repeatable model for compliant partner growth.

Google via Synergis | Global Partner Brand Manager | San Francisco Bay Area, CA | Dec 2017 - May 2018

Managed global digital co-marketing campaigns with internal brand teams, agencies, legal reviewers, & partners, securing more than 70 placements while protecting & aligning both Google & partner brand standards.

- **Reduced review & approval turnaround time by 30%** by clarifying legal, brand & legal requirements, sequencing reviewers, & creating a more predictable handoff & escalation process across multiple stakeholders.

HP Incorporated | Affiliate Marketing Manager | San Francisco Bay Area, CA | Jan 2015 - Nov 2017

Owned the strategy, tactical execution & **7-figure quarterly budget with strict ROI targets** for HP.com's affiliate channel, reinvigorating a stagnant program into a leading digital revenue driver by diagnosing partner & audience gaps, rebuilding the category & traffic mix, recruiting & coaching affiliates, developing new cross-channel assets, optimizing offers & placements, & aligning agency & e-commerce teams around measurable growth.

- **Increased affiliate revenue by 60%** year over year in the first year & **another 30%** in the second by conceiving, securing leadership approval for, & cross-functionally launching a net-new marketing asset that expanded the channel beyond traditional affiliate placements.
- **Improved average order value by 66%** by running an A/B test on a key product line, splitting traffic 50/50 & presenting a promotional offer in the cart-abandonment flow to the test group, then measuring AOV lift over a two-week period & rolling out the winning treatment.
- **Generated an incremental 20%** revenue increase through recruitment & enablement across SEM, content, blogs, coupons, loyalty, & email, & led the annual Partner Summit for more than 20 partners & vendors.

EDUCATION

Bachelor of Science, Business | California State University, Northridge

CERTIFICATIONS & PLATFORM TOOLS

Affiliate/Partner Impact.com | Everflow | CJ Affiliate | Awin | Rakuten

- Everflow Certified – Platform Essentials | Everflow.io | May 2025
- Affiliate & Partnerships Industry – Expert | impact.com | Jan 2023

Product Management Jira | Asana | Adobe Analytics | Figma | Miro | Similiarweb | Google Analytics 4

- Certified ScrumMaster® (CSM®) | Scrum Alliance | Oct 2022
- Certified Product Manager | Product School | Apr 2018

Personal Growth & AI Prototyping Replit | Claude | Perplexity | ChatGPT | Gemini

- Generative AI Leader | Google Cloud | Expected 2026
- Organizational Leadership | University of Denver | 2024
- Digital Marketing | eCornell | Nov 2023

San Francisco Bay Area (Redwood City specifically), Open to On-Site, Hybrid or Remote Opportunities, No Visa Sponsorship Required