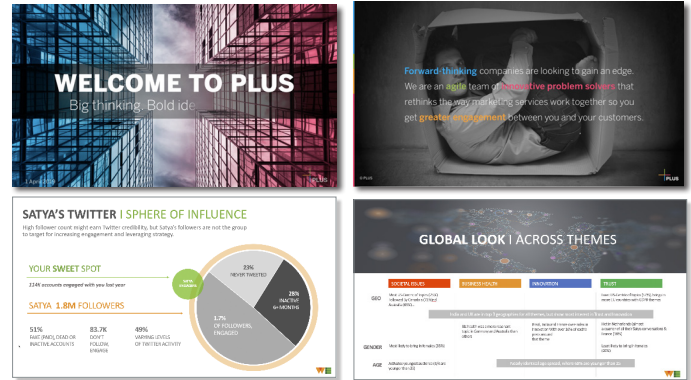


IMPINJ IOT | GLOBAL / FINANCE / PR, PUBLIC OFFERING



Partnered directly with C-suite executives and investment banks to lead investor communications during the IPO under Brexit volatility. I owned the campaign end-to-end — developing presentations, narratives, and creative direction while overseeing vendor deliverables. By synthesizing complex financial and technical data into persuasive, compliant content, the IPO raised \$67M on day one and delivered a 58% stock price increase, with an invitation to the NASDAQ bell-ringing ceremony from the client.

WE COMMUNICATIONS AGENCY | GLOBAL PARTNERSHIPS



Partnered with SVP Aaron Petras (now at AWS) on the We Plus global partnerships initiative, while leading senior-level pitches and campaigns for global technology clients under fast-turn agency timelines. Collaborated cross-functionally with analytics and PR teams to align messaging, scale creative output, and improve delivery efficiency. Mentored junior designers and developed intake processes that strengthened alignment and creative quality across high-volume client accounts.

EXPEDIA GROUP | CROSS-FUNCTIONAL COLLABORATION



Collaborated with 14 product managers across Expedia Group's FCTS teams on developing an intake processes, and improving efficiency of go-to-market execution by 50%. Unified messaging across fraud, tax, and coupon systems, ensuring alignment between cross-functional teams and brands. The project streamlined customer-journey communications, improving clarity for both internal stakeholders and end customers.

PREMERA | FIVE COUNTY LAUNCH, REGULATED GTM



Collaborated and created a multi-channel Medicare Advantage product launch across five counties, balancing compliance requirements with clear, customer-focused communication. Produced books, brochures, ads, and digital content that simplified complex information for target audiences. The campaign drove measurable adoption, with a 27% increase in new sign-ups and a 22% rise in customer interactions during the first quarter.

TIRED OF TRASH / TOT | SMALL BUSINESS END-TO-END CAMPAIGN AND MERCHANDISING, BRAND CREDIBILITY

Developed a complete go-to-market campaign for an eco-startup encompassing brand identity, website, social presence, and merchandise. Directed all creative and strategic elements from concept through launch, positioning the brand as an environmentally conscious community partner. The company was recently featured on KIRO 7 News wearing full brand merchandise—showcasing growth, visibility, and credibility driven by integrated storytelling.

