



## PROFILE

Problem solver & creative thinker with strategic and analytical attitude. Excellent communication skills and team collaboration. Design driven & product mindset, proactive & adaptable. Sales and business development leader.

## EXPERIENCE

**Cloudflare / Account Executive** / January 2022 - Present, San Francisco, CA

- Planned & coordinated multiple 2-3 week long POCs with prospects, engineering & product teams, while adhering to strict timelines to close SaaS deals in time and become top 3 seller of new Zaraz product.
- Assigned delivery tasks to engineering & product teams to streamline development of customized features.
- Successfully negotiated with prospects to maintain 20% above list price in over 70% of closed deals.
- Created & delivered product presentations & demos to key prospect decision makers.
- Trained 2 new hires on products & sales processes via self-written methodology documents & coaching sessions, helping them achieve top-performer status within 1 quarter.

**Cloudflare / Business Development Representative** / January 2021 - January 2022, San Francisco, CA

- Advised enterprise & mid-market clients on product-problem fit & sourced strategic relationships with partner accounts, generating the most pipeline of any rep over 1 year (\$4,000,000+).
- Developed a system of sequences & creative processes to get in touch with key personas, increasing team response rates from 3 to 11% & increasing cold-call conversion rate from 15 to 35%.
- 4 quarters of exceeding quota (150%+) & top BDR performer Q2'21.

**Havas Group / UX Designer** / October 2019 - October 2020, Paris, France

- Rebranded web & digital experiences for international clients using agile to work with all stakeholders.
- Developed an innovative interface to save 25% of time spent mixing, and boost creativity for fragrance chemists; wireframed screens with Adobe XD high fidelity mockups + Adobe AE showcase.
- Researched trends, environments, competitors, compiling and analyzing data, displayed results with Airtable and data visualization graphics to guide new client acquisition strategy & increase avg. project profits by 20%.
- Designed a digital catalogue of scenario planning, developed component library & design system.

**IBM, Bluewolf / Product Management Intern** / July 2017 - September 2017, San Francisco, CA

- Wireframed + designed 'Industries' page on Bluewolf website & A/B tested two different layouts.
- Gathered content & data, and coordinated meetings between design and digital marketing teams to build pages' assets. Evangelized project vision to SEO & front-end teams to prioritize development within quarter.
- Designed product decks that satisfied the Salesforce-IBM partnership vision with Adobe InDesign + Illustrator.
- Conducted usability tests for the IBM chatbot that was displayed at the 2017 Dreamforce booth.

## EDUCATION

**University of California San Diego / B.S.** Cognitive Science - Human-Computer-Interaction / 2015 - 2019

## SKILLS

### Design & Research

UX Design / Prototyping / Wireframing  
UI Visualization / User Flows / Personas  
QA Testing / Market Research / Surveys  
Branding / Identity / Google Analytics

### Communication

Customer Calls / Product Demos  
Digital Marketing / Social Trends  
French - American Bilingual  
Negotiation / Pitch Decks

### Tools

Photoshop / Adobe CS  
Adobe XD / Figma / Wix  
Agile Methodologies  
Jira / Excel / Scrum