

SKILLS

legal analysis; legal research; pre-trial discovery; deposition preparation; legal writing; data analysis; financial analysis; client communication and management;

TECHNOLOGY

Westlaw; LexisNexis; ChatGPT; AI; Adobe Acrobat; Microsoft Word; Microsoft Excel; Looker Studio; HTML; Javascript; PHP; SQL

EXTERN, POGUE CALVERT, LLP (FAMILY LAW, WILLS & ESTATES, CIVIL LITIGATION)

JUN 2023 - Nov 2023

- Analyzed case information, researched legal precedent, and drafted a settlement position that resulted in a 7 figure settlement for a client.
- Successfully drafted and delivered motions for fees, resulting in claims for \$2m + in requested fees
- Legal research for ongoing lawsuits resulting in findings used in oral arguments by supervising attorney
- Successfully filed 5 Uncontested Limited Conservatorships in 2 months
- Drafting: Discovery Requests (PDDs, RFPs, Form Rogs, Special Rogs, RFAs), Response to Discovery, Deposition Questions, Motions, Stipulated Judgments, etc.
- Filed various motions, forms, and submissions electronically via Essential Forms in Santa Clara County Court
- Communicated, interviewed, and prepared clients for various legal activities

STUDENT WORK AT SANTA CLARA UNIVERSITY

AUG 2021 - DEC 2024

- Supported a successful Ex Parte Child Custody Order defense: Interviewed clients, created memos, legal research
- Interviewed and counseled clients at the Consumer Rights Clinic sponsored by Santa Clara University on how to resolve civil suits & judgements (10/12 cases successfully closed)
- TA for Professor BJ Fadem, adjunct professor for Wills & Trusts

OWNER FOR CRESCENDO, LLC

OCT 2022- OCT 2024

- Built Crescendo to \$400k in annual recurring revenue
- Industries: Fintech, Securities, Cryptocurrencies, Legal, Cyber Security, Startups, SaaS
- Propose & negotiate contracts, SOWs, and legal addendums
- Direct and manage all outbound sales operations & integrate into larger marketing engine
- Hire, direct and oversee team of 5 managing SEO, PPC, and Client Relations
- Mediate between client and employees as resident marketing expert
- Audit, analyze, and visualize client data and present results and set client company direction and strategy
- Manage team overseeing payroll, finances, tax, accounts receivable, accounts payable, and bookkeeping activities

CEO FOR CRUNCHY LINKS, GP

APRIL 2019- OCT 2022

- Built Crunchy Links from \$0 to a \$2.4mm in revenue
- Hire, manage employees & set company direction
- Create & negotiate contracts, SOWs, and legal addendums
- Direct and manage all outbound sales operations & integrate into larger marketing engine
- Direct and oversee team of 10 focused on client marketing fulfillment & business development
- Direct and consult on Crunchy Cares initiatives (philanthropic activities)
- Oversee and manage product development of SaaS tools
- Manage payroll, financial, tax, accounts receivable, accounts payable, and bookkeeping activities

DIRECTOR OF MARKETING FOR MILESTONE INTERNET

MARCH 2018- APRIL 2019

- Managed team of 7 marketing managers across 4 marketing channels
- Saved company \$500,000 in 3 months by creating customer retention and reclamation processes
- Analyzed over a dozen of Google's patents regarding search algorithm
- Decreased time to delivery of website development by 50% by designing and developing automation tools
- Directed omnichannel digital marketing strategies for enterprise level customers - \$2.8m book of business

- Managed and directed product development for key technology - time from concept to paying customers: 4 months
- Designed and developed Sales marketing proposals + helped sell key products and services totalling in \$1mm + revenue

SR. SEO MANAGER FOR CREDIT KARMA

SEP 2017- MARCH 2018

- Analyzed over 1.2m lines of data to develop effective marketing strategies for core credit card products
- Worked cross-functionally with compliance and editorial team to ensure optimizations followed SEC regulations
- Followed Google patent releases to understand product direction and search market
- Worked with international team to build online reputation of credit card product line

SR. SEO MANAGER FOR CREDIT.COM

APRIL 2017- JULY 2017

- Analyzed over 500k lines of data to develop effective marketing strategies for core credit card offerings
- Worked cross-functionally with compliance and editorial team to ensure optimizations followed SEC regulations
- Worked closely with development, product, and engineering teams to improve product offering & align with Google's search standards.
- Managed team of 4 to improve search performance
- Reported to executive team and board of advisors regarding SEO performance and team dynamics

SR. MARKETING MANAGER FOR SQUARE, INC.

DECEMBER 2015 - MARCH

2017

- In-depth technical SEO analysis made weekly to all Square's primary, international & subsidiary properties
- Increased rankings for flagship product's target keywords (72% of which are now in top 10)
- Improved SEO analytics tracking, predictive modeling, and reporting for C-Level Executives
- Identified conversion rate, ctr, and life time value of each organic landing page
- Developed large scale Content strategies, External and Internal linking strategies. Saw ranking increases to flagship product from 3rd page to top 5 ranking.
- Develop and execute scalable international SEO strategies for on-line presence in 5 countries

SR. SEO SPECIALIST

DECEMBER 2015 - MARCH 2017

- Performed analysis and reported to CEO regarding the viability of acquisition targets. Helped CEO avoid acquisition of a startup with skeletons in the closet.
- Optimized Ecommerce pages on site to increase traffic and conversions (10% increase in traffic)
- Optimized Organic keywords for Android and IOS App Store Landing pages (yield of 36% "opt in" rate)
- Creation and optimization of proper Information Architecture
- Organize & create Content Strategies to achieve optimal search rankings, conversion & business objectives

EDUCATION

- **University of California, Berkeley (B.A.):** Latin American Cultures and History May, 2014
- **Santa Clara University (J.D.):** Current estimated graduation December 2024