

PROJECTS & HIGHLIGHTS

- **Principal Emergency Response Architect.** Spearheaded Domino's NexGen Pulse POS launch documentation and crisis communications for rapid-response teams during rollout- achieving 100% franchise adoption across 6k stores in 3 sprints while slashing support ticket volume by 98%.
- **Help Center Engagement Strategist.** Choreographed advertiser onboarding and migration efficiency by building the interactive Search Ads 360 New Experience Hub-translating complex product updates into UX-driven conversion narratives lifted purchase behavior.
 - Developed and published 15+ SEO-optimized support articles for the 'Intro' capsule, with 3 ranking top-3 SERP positions (30 clicks from Google Search in 28 days) accelerating self-service resolution for over 100k advertisers.
- **Self-Service Payments Documentation Engineer.** Pioneered self-service infrastructure documentation for SA360's inaugural Payments platform-deploying interactive tutorials and AI-augmented tooltips reduced localization costs by 40% and accelerated rollout to 51 markets in 2 quarters.

EDUCATION

Temple University

Philadelphia, PA

- **Bachelor of Arts** in *Communications with a concentration in Broadcast, Telecommunications, & Mass Media*
- **Bachelor of Arts** in *Criminal Justice*

EMAIL FOR PASSWORD