

PROFESSIONAL EXPERIENCE

automotive Mastermind (an S&P Global company), New York, NY July 2023 - Present
Current: *Associate Director of Marketing*, Previous: *Senior Email & Deliverability Manager*

Key Responsibilities:

- Develop and implement email marketing strategy to drive engagement and conversion rates
- Collaborate with cross-functional teams, including design, development, brand managers and IT to ensure successful campaign delivery
- Manage relationships with multiple vendors
- Ensure all email campaigns are CAN-SPAM compliant and CCPA/GDPR best practices are followed
- Monitor and analyze email marketing metrics, including open rates, click-through rates, and bounce rates to optimize performance
- Conduct monthly email hygiene to ensure all recipients have valid email addresses and have opted in
- Experience with A/B testing, segmentation and personalization
- Experience with launching new IP's and domains (DMARC, SPF, DKIM)

Notable Achievements:

- Improved Email Deliverability from 66% to 99% within first two weeks in role
- Led the launch of a new service to improve the types of email campaigns a recipient would receive
- Implemented an IP warmup strategy to help improve Email Deliverability

Centric Brands, New York, NY March 2022 - July 2023
Senior Email & CRM Manager

Key Responsibilities:

- Implemented and deployed SMS across two brands
- Developed and improved processes to scale best-in-class email program
- Expanded Welcome Series to include more personalized touchpoints
- Implemented a Birthday Series for Email + SMS
- Analyzed data for all the main KPIs such as Open Rate, CVR, CTR, Bounce Rate, etc.
- Implemented A/B testing for Email + SMS channels
- Implemented our preference center to collect more data around our customers

Notable Achievements:

- Improved revenue by 37% YOY
- Revamped Browse & Cart Abandonment series, leading to 34% increase in CVR
- Improved Open Rate by 22% and increased Inbox Placement Score from 78% to 99%

Prose, Brooklyn, NY October 2021 - March 2022
Senior Email Marketing Manager

Key Responsibilities:

- Set up, QAed, and deployed complex workflows for automated and single batch campaigns; and monitor ongoing maintenance of customer lifecycle series
- Partnered with cross-functional teams including, but not limited to, Acquisition, Creative, Brand Marketing, Operations, Product Innovation, Customer Service to execute campaigns
- Owned business rules to establish email automation frequency strategies
- Coordinated flawless and timely execution of Email + SMS campaigns from start to finish, including creative briefs, asset development and approvals, creating segments in ESP, building HTML, QA, deployment, and post launch reporting

- Oversaw and managed the building of our Email Preference Center

Notable Achievements:

- Developed a holiday season Email + SMS campaign to drive Q4 sales, resulting in a 17% overage for the quarterly target
- Helped launch SMS with a new vendor (Attentive)
- Managed ongoing optimization of program KPIs by designing comprehensive, measurable A/B testing methods

Combe Inc, White Plains, NY

June 2019 - October 2021

Senior Email & CRM Manager; Brands Supported: Just For Men, Vagisil and Seabond

Key Responsibilities:

- Managed day-to-day email operations with ESP and internal production teams (Product, Creative, Production, Legal, Finance, etc.)
 - Maintained health of customer database (Inbox Deliverability, etc.) by tracking reports and segments
 - Built CRM campaigns and series based on user types (and behaviors and attributes) across major brands
 - Managed creative brief and production review processes (QA and email testing before live dates)
- Managed calendars across promotional and triggered, including: (1) messaging, (2) testing/optimization, (3) segmentation, (4) experience customization and (5) analysis/key insights for CRM campaigns
- Partnered closely with our Product team (web dev engineers) to ensure use of technology to drive the most effective email program; this included automating manual processes, data segmentation, list development, lifecycle marketing (for LTV) campaigns, and optimizing CRM tools
- Conducted analyses that informed campaign and trigger strategies that identified top customers, reduced unsubscribes, activated lapsed customers, and increased auto-delivery subscriptions, among other analyses
 - Conducted post-mortem reporting of email campaigns by pulling reports, delivering insights & recommendations for future campaigns
 - Ran a/b tests and monitored the results to optimize key traffic and improve our campaigns across all channels
- Expanded use of other CRM technologies and tactics (web push, social, etc.)

Notable Achievements:

- Increased revenue by 35% YOY by growing email list by 50%
- Reduced unsubscribe rate by 60%
- Doubled Website conversion by implementing split tests and making changes to CTAs
- Increased AutoDelivery (Subscription Platform) orders 50% YOY
- Drove a successful migration of ESPs
- Expanded Email Trigger program
- Handled forecasting for DTC sales – hit DTC sales targets each month
- Developed and maintained marketing budget

Gogotech LLC, New York, NY

May 2016 – June 2019

Director of Email Marketing

Key Responsibilities:

- Developed and executed email marketing campaigns to target the online consumer marketplace and promote brand awareness
- Oversaw B2B & B2C Customer Acquisition & Retention
- Developed segmentation and messaging strategies, with pre- and post- campaign analysis
- Managed design, coding, and delivery expectations while streamlining production costs
- Maintained list hygiene standards and work with purchasing teams to optimize list growth
- Work with the CEO and other executives to come up with strategies to boost revenue and profit from email campaigns

Notable Achievements:

- Doubled the Open Rate of emails within one month of hire
- Increased revenue and profit by more than 20%
- Created an email schedule for 200+ brands for each month
- Improved Customer Retention rate by more than 40%

Axiom Corporation, New York, NY

July 2013 – May 2016

Digital Content Specialist/ Digital Solutions Coordinator

Clients Supported: *Capital One, Godiva, GM, Fidelity, Conde Nast, Sony, MSG, Payless, Loreal*

Key Responsibilities:

- Reviewed and coded HTML assets or PSD file assets provided by the client for email blast preparation by integrating the content into Impact or ExactTarget
- Provided dynamic email components to personalize communications based on data values
- Served as the HTML and email package expert for clients and account teams
- Performed QA tests for each campaign to ensure content integrity and client strategy was met
- Trained new hires and current team members on Axiom's proprietary software and on campaign/client processes
- Worked with clients to execute eMarketing campaigns; areas of focus included: targeting, testing, QA, scheduling, enabling and tracking
- Managed all email campaign projects, communications and meetings; continually informed stakeholders of project status, issues and progress
- Analyzed digital marketing results to determine best strategies for future campaigns
- Ensured each campaign that went out met the CAN-SPAM laws

TECHNICAL SKILLS

Languages: C++ • VB • SQL • HTML • Java • Assembler • CS5 Flash • Javascript • CSS • PHP

Operating System: Windows 7/Vista/ XP • Mac OSX • Linux (Ubuntu)

Data Base: Microsoft SQL

Software: Visual Studios • Visio • Eclipse • Microsoft Office Suite • Dreamweaver • Photoshop • Microsoft SQL Server • Digital Impact • Exact Target • WordPress • Zaius • Emarsys • Listrak • SailThru • Appboy • Google Adwords • Google Analytics • SEO • Return Path • Moveable Ink • Magento • Hubspot • Sendgrid • Mailgun • Klaviyo • Orbee • Attentive

EDUCATION

Sacred Heart University, Fairfield, CT

May 2012

Bachelor of Science: Information Technology

Notable: Dean's List
