

NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

Flexible email marketing manager with five years of experience, looking to leverage my knowledge of content creation and analytics to oversee email marketing campaigns in the retail space.

Experience

Email Marketing Manager – Amazon / Location

MONTH 2021 - Present

- Oversee a team of content creators who produce copy and visual elements for marketing emails.
- Measure and optimize email marketing campaigns by tracking KPIs like open rates, click-through rates, and conversion rates.
- Use a CRM platform to segment users and identify candidates for re-engagement emails to achieve an average conversion rate of 33%.
- Apply A/B testing and other strategies to determine the best use of copy, email templates, and deals to connect with recipients.
- Manage the ongoing development of a personalization strategy that results in an open rate of 45% and boosts sales by 12%.

Marketing Manager - Marketing 360 / Location

MONTH 2018 – MONTH 2021

- Managed a total of 12 email lists with an emphasis on promoting local events and nightlife.
- Connected with an average of 45 recipients per email list monthly and achieved a conversion rate of 27% by getting recipients to attend events.
- Wrote compelling copy to maintain an open rate of 65% on average.
- Used testing methods to optimize headlines and reduce the number of emails ending up in spam folders by 80%.
- Designed HTML templates and created banners, buttons, and other visual elements in Canva.

Project Experience

- Prepared CRM data in the context of migrating over one million records to a new platform.
- Identified a flaw that resulted in redundant personalized recommendations, leading to a 7% increase in overall customer satisfaction with marketing emails.

Education

B.A. in Journalism - University of Arizona

MONTH 2018

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- HTML
- Graphic design
- Copywriting and editing
- Salesforce CRM
- Moosend

Licenses & Accreditations

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