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| **EMPLOYMENT HISTORY** |
| **PAGAC, STEHR AND BEDNAR** Los Angeles, CA   * Continuously test new targeting approaches and optimizatons to advance learning and results * Provide strategic input into CRM campaigns, including customer segmentation/targeting, contact strategy, test plans, and rollout in collaboration with markets * Assist in the development of and monitoring of automated programs * Develop targeting strategies that improve KPIs * Report on weekly, monthly, quarterly, and ad hoc reporting metrics * Collaborate with design, product, and engineering to create a streamlined and consistent brand feel across all emails   **BOGISICH, BINS AND EICHMANN** Philadelphia, PA   * Work with Operations team to maximize the integrity and effectiveness of the database and in the development of automated, remarketing, and lifecycle programs * Partner with local leads to develop channel strategy and creative for local campaigns * Partner with global channel leads to execute local campaigns across email, push, in-product, SEM, display, and other marketing channels * Partner with Editorial and Design teams to ensure our emails are insight driven, on brand and disruptive. Ensure consistency and adherence to marketing communications and brand standards * Drive localization and transcreation of global campaigns and lifecycle programs to maximize performance in local markets   **HEANEY GROUP** Houston, TX present   * Be the company-wide expert on the entire customer journey through email * Manage all lifecycle emails, including drip marketing campaigns and real-time service/transactional emails * Expand functionality of email operations * Develop testing plans for different customer segments and share learning with the Amazon Video marketing team * Develop marketing strategies to support lifecycle, onboarding, engagement and retention programs |
| **EDUCATION** |
| **Bachelor’s Degree in Relevant Field**  UNIVERSITY OF TENNESSEE |
| **SKILLS** |

* Good analytical skills, able to identify trends and insights and use this to create actionable plans
* Strong influencing skills, able to secure support from stakeholders at all levels
* Good project management skills, able to prioritise, set a critical path, manage stakeholders and meet tight deadlines
* Good commercial acumen, experience of forecasting and managing P&Ls / budgets effectively
* Excellent written, presentation, interpersonal, and people influencing skills
* Solid experience within Entertainment, Media or Brand Management
* Strong analytic mindset focused on testing and measuring impact of initiatives and programs
* Experience with retention, lifecycle, customer relationship management or loyalty programs
* 7 or more years of progressive responsibility in B2C or B2B marketing
* Experience of working across int’l markets and/or within the UK market