

LIFECYCLE MARKETING LEADER

Data-driven Lifecycle Marketing expert with 15+ years building and scaling customer engagement and retention programs across email, SMS, push, and in-app channels. Proven record owning end-to-end lifecycle strategy—from onboarding and activation through retention and reactivation—while leading high-performing teams and partnering cross-functionally with Product, Analytics, and Engineering. Hands-on operator experienced with Braze, Iterable, SFMC, GA4, and experimentation frameworks that drive measurable revenue and engagement lift.

Employment History

Sr. Manager, Lifecycle Marketing

2022–Present

Talent Systems, Los Angeles, CA (Remote)

- Own end-to-end lifecycle strategy and roadmap across onboarding, activation, engagement, retention, and reactivation for logged-in users.
- Architect and optimize automated multi-channel journeys in Braze aligned to behavioral signals, lifecycle stage, and product usage.
- Drive measurable CRM impact, including 41% YoY lift in sessions, 120% increase in free trials, and 58% increase in purchases from lifecycle channels.
- Lead cross-functional lifecycle planning with Product, Engineering, Analytics, and Creative to align event taxonomy, triggers, segmentation, and messaging.
- Build and maintain lifecycle performance dashboards using Braze and GA4 to inform optimization and roadmap decisions.
- Manage and mentor a 4-person international CRM team; establish prioritization frameworks, QA standards, and operating rhythms to improve execution velocity.
- Design and run structured A/B testing programs across email, push, in-app, and SMS to optimize content, cadence, and channel mix.

Sr. Manager, Digital Media Operations

2015–2022

InteQ Insights, Oakbrook Terrace, IL

- Led lifecycle, CRM, and loyalty programs for national B2C brands across email, SMS, and mobile channels.
- Designed enterprise-level segmentation frameworks supporting 1B+ annual messages, improving retention and lifetime value.
- Partnered with product, engineering, and analytics teams to scale CRM architecture, data integrations, and automation logic.
- Delivered lifecycle insights that informed retention strategy, journey optimization, and customer experience improvements.

Senior Marketing Specialist

2007-2015

Discount Media LLC, Elmhurst, IL

- Increased newsletter-driven revenue 300% YoY through segmentation, testing, and lifecycle optimization.
- Consolidated customer databases and improved deliverability to a 98% sender reputation.
- Built early-stage onboarding, reactivation, and retention flows.

Education

Bachelor of Arts – Aurora University

Webmaster Certification – Illinois Institute of Technology

Skills

- | | | |
|--|---------------------------------|-----------------------------------|
| • Lifecycle Strategy & Journey Design | • Experimentation & A/B Testing | • Workflow Logic & Automation |
| • Customer Engagement & Retention | • CRM Roadmapping & Execution | • SQL (foundational) |
| • Multi-Channel Messaging (Email, SMS, Push, In-App) | • Braze, Iterable, SFMC | • QA, Compliance & Deliverability |
| • Segmentation & Personalization | • GA4 Reporting & Dashboards | • Cross-Functional Leadership |