

SUMMARY

Email marketing professional with diverse expertise including project management, e-commerce, loyalty communications, customer journeys and lifecycle, lead generation, overall strategy, web strategy, automation and channel alignment. Recognized for relationship and team building, leading, identifying critical paths. Computer literate using MS Office suite of tools. Competent with Salesforce Marketing Cloud, Ektron and familiar with Responsys, Pardot and Workfront.

KEY ACCOMPLISHMENTS

- Over 350 campaigns at Continental
- Integration role for United-Continental
- Sales increase and team building at NRG

PROFESSIONAL EXPERIENCE

MEMORIAL HERMANN HEALTH SYSTEM FOR BROOKWOODS GROUP - Houston, TX

Consultant

June 2016 – Oct. 2016

(Contract ended)

Project managed and deployed Durable Medical Equipment (DME) section of website via Ektron for Corporate Marketing. Coordinated major product launches and facilitated initial customer journeys. Served as Digital Product Strategist for major Web engagement/retention portal enhancement.

- Recommended DME content improvements and achieved buy-in from all stakeholders.
- Created combined customer feedback form and survey with net promoter score.
- Reviewed user stories and recommended enhancements based on best practices.

NRG ENERGY - Houston, TX

Marketing Manager, (Campaign Management)

Jan. 2016 – Feb. 2016

(laid off when solar not funded; assigned to this role in interim)

Oversaw portfolio of projects for mass advertising "One of a Kind" campaign for Texas Retail.

- Coordinated channel alignment for landing pages, flyers, signage, and emails keeping deliverables in-sync, on-time, on-target and in-budget.
- Supported creation of master marketing calendar via intake with mass advertising, sponsorship, retention, acquisition, social and small/medium business teams to review marketing plans.

Marketing Manager, (Email Channel)

June 2015 – Dec. 2015

(assigned to solar area)

Managed \$500K budget, team of two, communication calendar and Salesforce Marketing Cloud partner relationship. Drove change from offer drop model to customer journeys with marketing coworker.

- Supported renewals revamp project, resulting in an approx. 15%-36% sales lift per campaign.
- Executed strategy to achieve data flow to the Cloud for 2016 including Web data for retargeting.

- Increased targeted send throughput to 14 campaigns in month of August – the highest in four years.
- Supported paperless billing strategy and campaign, which will result in approx. \$1.5MM savings.
- Oversaw Pardot launch to support home solar lead nurture campaign, resulting in 30 sales.
- Created promo suite email template, to reduce number of low performing stand-alone email sends.
- Gathered and reviewed all customer touch points with lead solar counterpart, closing gaps.
- Reviewed life cycle train for new customers with comm team counterpart and suggested improvements.
- Managed program hours utilization and projects with SF Program Manager to achieve optimal value.

NRG ENERGY FOR ICON CONSULTANTS - Houston, TX Consultant

Mar. 2015 – June 2015

(moved into permanent role promotion)

Managed web marketing projects in support of NRG and NRG Home. Assisted marketing managers with strategy, managed resources, schedule compliance and communication; integrated best practices.

- Managed Home Warranty and Maintenance new product launch for web.
- Awarded Employee of the Quarter.

United Airlines - Houston, TX Project Manager, eCommerce Application Development

July 2012 – Nov. 2014

(position moved to Chicago)

Managed united.com enhancement projects, bug fixes and one area of digital 2.0 (new website). Led four business partner relationships. Responsible for Change Management relationship with Enterprise Change Team.

- Planned and executed Voice of Customer feedback form for united.com homepage, under budget.
- Supported releases resulting in 99% success rate in deployments.
- Developed plan for major payment path enhancement, spanning three work groups.

United - Continental Airlines - Houston, TX Manager, Email Marketing

Aug. 2010 – Jan. 2012

(position moved to Chicago)

Managed \$1.1MM budget, two agency relationships, three content providers and team of three. Worked cross-functionally, applying lifecycle marketing strategy resulting in deployment of over 350 loyalty, partner and corporate e-mail campaigns per year using Responsys platform. Appointed into integration role during merger, carrying out knowledge transfer and overseeing all remaining member communications.

- Ensured application of brand guidelines in emails including partner e-mails with Hertz and continental.com Cruises as well as Latin America credit card offers and News and Offers for Japan.
- Contributed to communication strategy and yearly plan by providing direction to agency based on customer engagement, contracted placements and regional marketing office needs.
- Worked with legal on CAN-SPAM compliance, international market policies and offer T&Cs.
- Presented annual activity and sales report to senior leadership.

Senior Analyst, Email Marketing

Apr. 2006 – Aug. 2010

Produced email using coded templates and Responsys. Managed merchandising emails by coordinating launch date, data, creative, copy, production and approvals. Continually enhanced monthly reporting by integrating executive requests and adjusted for program changes via agency. Implemented enhanced DOT-required T&Cs.

PREVIOUS PROFESSIONAL EXPERIENCE

Prior to 2006, held positions of Marketing Coordinator at Benchmark Hospitality and Sales Manager for Hyatt.

EDUCATION

M.Ed., Counseling, **Texas Southern University**

B.S., Business Administration, **The Pennsylvania State University**

MEMBERSHIPS

Volunteer, **The Lighthouse of Houston, 2014- Present**

Marketing Committee, **5th Ward Community Redevelop Corp. 2015-2016**