

# AMBER BLACKBURN

## • Digital Marketing Manager •

contact.amberblackburn@gmail.com • 419.764.6912 • [linkedin.com/in/amber-blackburn](https://linkedin.com/in/amber-blackburn)

### CAREER SUMMARY

Creative and versatile marketing professional with 8+ years of technical experience in email and web development, data analysis, marketing strategy, and project management. Proven ability to oversee all stages of the marketing process, delivering results that align with both organizational and client goals. Demonstrated success in managing multimillion-dollar budgets, leading and mentoring teams, and crafting impactful social media campaigns. Experienced in startup, scale-up, and corporate environments. Seeking an opportunity to lead a team of marketing professionals in achieving their objectives and driving continued success.

### EXPERTISE

#### Digital Marketing

Results-oriented professional skilled in preserving brand identity through comprehensive market research and collaboration with teams to create impactful content. Expertise in SEO, content marketing, and social media management, with a commitment to enhancing and maximizing ROI by defining buyer personas and monitoring KPIs. Passionate about leveraging analytics to develop data-driven strategies that enhance brand visibility, drive engagement, and deliver measurable results.

#### Workflow Optimization

Focused on streamlining processes to enhance efficiency and drive results by leveraging data-driven insights and fostering client-centric collaboration among teams. Create adaptable strategies that improve project execution and elevate campaign performance. Committed to enhancing efficiency and promoting continuous improvement by adapting strategies to drive productivity and deliver exceptional results.

#### Project Management

Expert in coordinating and leading cross-functional teams to ensure the seamless execution of campaigns and initiatives. With expertise in strategic planning, resource allocation, and digital asset development, driving projects from conception to completion, delivering results on time and within budget.

### SKILLS

**Customer Relationship Management (CRM)** such as Hubspot, Monday, Mailchimp, Salesforce, Klaviyo

**Content Management Systems (CMS)** such as Wordpress, Squarespace, Shopify

**Other related skills** such as HTML/CSS, Copywriting, UX/UI Design, Data Analysis, SEO/SEM, Adobe Creative Suite, Email Marketing and Automation, Brand Management, Content Marketing, Personalization Strategy

## RELATED WORK EXPERIENCE

### Production Lead, Cordial Experience, Inc. | 2022 - 2025

- Integrated clients into the SaaS platform by customizing the cross-channel marketing system to meet each brand's specific requirements based on client-collaboration.
- Developed personalized emails to effectively engage and retain customers by analyzing brand data and rewards program activity, reaching an average of 33M customers a day.
- Managed the ongoing development and enhancement of email communications for multibillion-dollar clients, including Levi's, Eddie Bauer, Hollister, and Abercrombie & Fitch.
- Built and executed omnichannel marketing journeys (email, SMS, mobile, in-app) using A/B testing, personalization, and audience segmentation strategies.

### Marketing + E-Commerce Coordinator, MelroseINC | 2021

- Conducted in-depth research on data analytics, market trends, and customer behaviors to inform and drive growth based marketing strategies for social media and web assets.
- Assisted the VP of Marketing in developing and implementing CRM systems and crafting an effective inbound marketing strategy.
- Led a team in executing SEO initiatives, keyword research, inbound marketing, email marketing campaigns, and A/B testing to optimize performance and achieve strategic objectives.

### Web Designer + Developer, Clarity Technology Group | 2018

- Oversaw the complete design process from initial concept through final hand-off to engineering, ensuring alignment with project goals and quality standards.
- Developed and enforced SEO strategies, seamlessly integrating them into web content to enhance search engine visibility and performance.
- Gathered and analyzed website usage data to identify opportunities for performance optimization and drive improvements.

### Web Developer, BGSU Marketing + Communications | 2017 - 2018

- Developed responsive email campaign code utilizing contemporary software development practices to ensure cross-platform compatibility and effectiveness.
- Designed and implemented website layouts and user interfaces using industry-standard HTML and CSS for an optimal user experience.
- Integrated data from multiple back-end services and databases into existing systems, enhancing data consistency and accessibility.

## EDUCATION

**Bachelor of Science in Technology**, Visual Communication Technology  
Minor in Marketing  
*Bowling Green State University*

**Associate of Fine Arts**  
*Owens Community College*