AMBER BLACKBURN

·Lifecycle Marketing Manager·

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CAREER SUMMARY

Creative and results-driven marketing professional with 9+ years of experience in lifecycle and CRM marketing, email and web development, data analysis, and project management. Proven success leading end-to-end customer journey initiatives for enterprise clients, driving multimillion-dollar revenue and measurable engagement improvements. Skilled in building scalable segmentation frameworks, designing omnichannel campaigns, and leveraging behavioral and transactional data to deliver personalized messaging. Experienced in leading cross-functional teams, optimizing automation workflows, and implementing A/B testing frameworks to improve campaign efficiency and retention. Adept at aligning marketing strategy with organizational and client goals, managing budgets, and mentoring teams to achieve measurable business outcomes.

EXPERTISE

Lifecycle & CRM Marketing
Results-oriented professional skilled in designing and executing end-to-end lifecycle and CRM strategies that drive engagement, retention, and revenue. Expertise in omnichannel campaigns, customer segmentation, and personalization, leveraging analytics to inform data-driven strategies. Passionate about optimizing the customer journey, monitoring KPIs, and delivering measurable results through targeted CRM programs.

Workflow & Campaign Optimization
Focused on streamlining CRM and marketing automation workflows to enhance efficiency and campaign performance. Developed adaptable strategies that improve audience segmentation, automation triggers, and A/B testing processes. Committed to continuous improvement by leveraging insights to accelerate campaign deployment, optimize engagement, and maximize ROI.

Project & Program Management
Expert in leading cross-functional teams to deliver lifecycle campaigns and CRM initiatives from concept to execution. Skilled in strategic planning, resource allocation, and automation system integration, ensuring campaigns are delivered on time, within scope, and aligned with organizational and client goals.

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 brands into a cross-channel SaaS marketing platform by customizing segmentation frameworks, automation workflows, and personalization strategies to align each client's goals and customer journey.
• Led end-to-end lifecycle strategy and execution for enterprise retail clients (Levi's, Eddie Bauer, Hollister, Abercrombie & Fitch), managing ongoing CRM programs across email, SMS, mobile, and in-app channels often reaching over 35M customers a day.
• Drove $5M+ in weekend revenue and a 14% YoY revenue lift through a multi-segment Black Friday email campaign targeting 50 distinct customer cohorts with tailored offers and messaging.
• Partnered cross-functionally with analytics, product, and creative teams to refine campaign strategy, enhance performance reporting, and continuously optimize lifecycle touchpoints across the funnel.

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

• Led execution of email and lifecycle nurture campaigns, introducing structured A/B testing and performance reporting that improved optimization speed and increased operational efficiency across recurring campaigns.
• Leveraged customer behavior and engagement data to refine lifecycle segmentation and targeting frameworks, improving campaign efficiency and enabling more precise audience activation across digital channels.
• Supported CRM system implementation and marketing automation development, streamlining nurture workflows and reducing manual campaign build time through scalable automation and standardized processes.

Developer + Automation Specialist, Clarity Technology Group | *2018*

• Led end-to-end customer journey optimization initiatives from concept through engineering handoff, improving on-site conversion rates by 12% through UX enhancements aligned with lifecycle engagement goals.
• Developed and implemented SEO-informed content strategies that increased organic traffic by 18% and improved new user acquisition quality, contributing to stronger top-of-funnel lifecycle performance.
• Analyzed website engagement and behavioral data (traffic flows, drop-off points, conversion paths) to identify optimization opportunities, resulting in improvement in landing page engagement and reduced bounce rates.

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

• Developed responsive, data-driven email campaigns using modern marketing automation and coding practices, ensuring cross-channel compatibility and personalized customer experiences.
• Designed and implemented email templates and landing pages optimized for user engagement and lifecycle conversion, leveraging HTML/CSS for seamless rendering across devices.
• Integrated customer and transactional data from multiple back-end systems into CRM platforms, enhancing segmentation accuracy, personalization, and reporting for lifecycle campaigns.

EDUCATION

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

Associate of Fine Arts
Owens Community College

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