

AMBER BLACKBURN

Senior Lifecycle & CRM Marketing Manager

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CAREER SUMMARY

Results-driven lifecycle and CRM marketing leader with 10+ years of experience building and scaling end-to-end customer journey programs for enterprise brands. Track record driving multimillion-dollar revenue through data-driven segmentation, omnichannel automation, and personalized messaging at scale. Experienced leading cross-functional teams, managing CRM platforms across email, SMS, mobile, and in-app channels, and implementing A/B testing frameworks that measurably improve engagement and retention.

SKILLS

Core Competencies: Lifecycle Strategy, Email & SMS Automation, A/B Testing, Segmentation, Personalization

CRM & ESP: Cordial, Klaviyo, Salesforce, HubSpot

Technical: HTML/CSS, SQL, Data Analysis, Adobe Creative Suite

CMS & E-Commerce: Shopify, WordPress, Squarespace

Additional Skills: Brand Management, Copywriting, UX/UI Design, SEO/SEM

EXPERIENCE

Freelance Lifecycle Marketing Consultant, Independent | 2025 – Present

- Conduct audience research and brand strategy engagements for clients across sports and consumer sectors; findings used to inform content direction and campaign messaging.
- Perform email program audits identifying segmentation gaps, automation opportunities, and lifecycle optimization strategies for early-stage brands.

Lifecycle Marketing Lead, Cordial Experience, Inc. | 2022 – 2025

- Led end-to-end lifecycle strategy and execution for enterprise retail clients including Levi's, Eddie Bauer, Hollister, and Abercrombie & Fitch, managing CRM programs across email, SMS, mobile, and in-app channels reaching 35M+ customers daily.
- Drove \$5M+ in weekend revenue and a 14% YoY lift through a multi-segment Black Friday campaign targeting 50 distinct customer cohorts with tailored offers and messaging.

- Integrated brands into a cross-channel SaaS marketing platform by designing custom segmentation frameworks, automation workflows, and personalization strategies aligned to each client's customer journey.
- Partnered cross-functionally with analytics, product, and creative teams to refine campaign strategy, enhance performance reporting, and continuously optimize lifecycle touchpoints.

Marketing + E-Commerce Coordinator, MelroseINC | 2021

- Led email and lifecycle nurture campaign execution; introduced structured A/B testing and performance reporting that improved optimization speed and operational efficiency across recurring campaigns.
- Refined lifecycle segmentation and targeting frameworks using behavioral and engagement data, enabling more precise audience activation across digital channels.
- Supported CRM implementation and marketing automation development, reducing manual campaign build time through scalable automation and standardized processes.

Developer + Automation Specialist, Clarity Technology Group | 2018

- Improved on-site conversion rates by 12% through UX enhancements aligned with lifecycle engagement goals, leading end-to-end from concept through engineering handoff.
- Developed SEO-informed content strategies that increased organic traffic by 18% and improved new user acquisition quality.
- Analyzed website behavioral data (traffic flows, drop-off points, conversion paths) to identify optimization opportunities, reducing bounce rates and improving landing page engagement.

Web Developer, BGSU Marketing + Communications | 2017 – 2018

- Built responsive, data-driven email campaigns using marketing automation and HTML/CSS, ensuring cross-channel compatibility and personalized customer experiences.
- Designed email templates and landing pages optimized for lifecycle conversion; integrated transactional data from multiple back-end systems into CRM platforms to improve segmentation and reporting.

EDUCATION

Bachelor of Science in Technology, Visual Communication Technology

Minor in Marketing | *Bowling Green State University*

Associate of Fine Arts | *Owens Community College*