



Cheyne Mosher

Senior Email Marketing / Automation Manager

-  cheyne@cheynemosher.com
-  (831) 332 - 0453
-  Snohomish, Washington
-  cheynemosher.com
-  linkedin.com/in/cheyne-mosher

PROFESSIONAL SUMMARY

I've been managing and refining organizational email platforms for roughly 10 years. I have experience in a range of top ESPs including Iterable, Salesforce Marketing Cloud, Marketo, Mailchimp and Hubspot.

Some of my typical duties include:

- Front to back ESP management
- Automated, multi-faceted user lifecycle journeys
- Management and deployment of promotional email calendars and transactional backbones
- API implementation for ESP integrations and automated email environments
- A/B Testing, monitoring, best practices and strategic planning
- Data hygiene and email personalization using handlebars.js template logic and similar tools
- Managing GDPR, CAN-SPAM and other regulatory practices

My formal education is a Degree in Marketing, and I previously worked in **Web Development** before moving into email full-time, so I'm comfortable utilizing languages like HTML/CSS/JSON and JavaScript templating via Handlebars.js .

This prior development experience has proven especially useful in the past couple of years, as it also streamlines the use of **AI-assisted coding**. These models allow the efficient completion of a diverse range of coding tasks, saving time and vastly increasing capability.

I also have experience sending and integrating SMS, via both auto-response frameworks and ongoing promotional blasts (see my projects on LinkedIn for more information ). SMS is complementary to email; the two channels can be integrated together to achieve fantastic results, and their data outputs benefit each other.

At the end of the day, my goal is to manage, refine and systematically improve email marketing channels, including the management and/or implementation of related channels such as SMS.

SKILLS

ESP Management

In my decade of working in email professionally, I've managed deployments of **Iterable, Salesforce Marketing Cloud, Marketo, Mailchimp, and Hubspot**, including the complex process of migrating from one ESP to another (twice).

Automated Lifecycle Journeys

Automated lifecycle journeys are a key way to move users through the process of conversion and post-conversion support.

API Service Integration

Modern ESPs usually interface with other systems, from payment processors to databases, and form providers. The list is endless. I have plenty of experience creating and working with integrations. Some recent examples include **Stripe, Tabular, Zapier** and **Unbounce**.

List & Audience Management

Managing and understanding user behaviors, demographics, and data ensures that each user is being communicated with as effectively and thoughtfully as possible.

Email Client Compatibility Testing

I have extensive experience using Litmus and Email on Acid to perform inbox testing and otherwise insure that organizational emails looked great in a variety of inbox providers.

SMS Auto-Reply and Blast Messaging

When I was at iD Tech, I managed an SMS and Auto-Reply system that informed users about products, converted users through promotions, and pointed users towards help resources. We converted users while reducing support calls and requests.

Promotional Email Calendar

I've been managing the deployment of email calendars as part of regular operation for many years. The email calendar works alongside automated lifecycle journeys to maximize conversion.

Strategic QA and Editing

A strong QA regimen ensures that emails follow best practices, are aligned with organizational goals within the email ecosystem, and are free from any errors. Thoughtful execution here streamlines and enhances the entire system.

Automated Transactional Emails

I have experience in all kinds of automated transactional emails including invoices, user notifications, and much more.

Personalization / Dynamic Segmentation

Utilizing the data you have on users to create a 1:1 conversation (while creating more data based on their actions) significantly raises the chance of conversion and results in improved engagement and retention.

Work/Project Management Tools

Email is often fast-paced and involves multiple stakeholders. Managing that work under an organizational tool like Asana makes sure everything flows seamlessly. It's also a great way for stakeholders to understand the top level situation.

ESP Migration

I've performed two ESP migrations:

- 1) Marketo to Salesforce Marketing Cloud**
- 2) Mailchimp to Iterable**

ESP migrations are complex processes that require strong knowledge of both platforms, along with intricate planning & documentation.

EDUCATION

Bachelor of Science - Marketing
Sonoma State University 

</> PROFESSIONAL EXPERIENCE

Troon Golf 

10/2024 (Contract) – 07/2026

Email Marketing / Automation Manager

Scottsdale, AZ (Remote)

We used **Mailchimp** and **Iterable** at Troon, and my main responsibilities included:

- Sending an ongoing promotional calendar and supplementary customer retention sends such as newsletters and other informational pieces such as reactivation campaigns.
- Deploying automated sends such as product and subscription lifecycle journeys, automated notifications, and abandoned cart interactions.
- Holistically maintaining the back-end email environment, creating and modifying user segmentation, implementing data structures and verifying its ongoing accuracy, data hygiene, and managing and implementing automated integrated applications such as Stripe.
- Providing strategic analysis including ESP reputation management, guidance and technical support, and refining email content.

iD Tech 

10/2017 – 10/2023 (6 Years)

Senior Email Marketing / Automation Manager

Campbell, CA, (Hybrid)

During my 6 years at **iD Tech** , our primary emails platforms were **Iterable**, **Mailchimp**, and **Hubspot**. I had two main priorities at iD Tech:

- 1) Take on their existing email channel and reimagine it including a full promotional calendar with new custom templates to increase conversion for the upcoming camp year. Establish comprehensive A/B test methodology. Essentially, my main job was to figure out how to turn email into a primary revenue driver.
- 2) Completely renovate their automation and data platforms including user journeys, advanced segmentation and personalization, automated transactional emails of all types, and advanced data interactions with their proprietary database systems.

During my tenure at iD Tech, email became the #1 promotional channel.

Here is a short explanation of how we did it:

- We managed a full migration from **Mailchimp** to the powerful and flexible **Iterable** ESP to evolve our promotional strategy and simplify the process of choosing a camp. We automated the vast majority of typical customer communications (particularly transactional exchanges and triggered lifecycle journeys) and focused on copy and template refinement through iterative testing. We also used **Hubspot** to manage lead acquisition forms and landing pages.

- To maximize personalization, we integrated our massive proprietary internal databases to automatically populate in Iterable, creating a rich data environment from which to populate and personalize emails. We used that data to streamline our promotional calendar and personalize content for users. To get additional information, we integrated a digital survey into the camp-finding process that layered their accounts with dynamic interests and goals.

The end result was a data-rich email flow in which users triggered emails journeys through a wide variety of actions. This process allowed the user to understand what we offered, and receive information was targeted towards their expressed interests.

Once a user went through their primary automated lifecycle, they would join a promotional calendar to either convert them to the current camp year, or to our online course offerings, in tandem with SMS messaging.

Strong personalization and a tight promotional pipeline, in combination with PPC lead generation, led to 50+% channel growth within the first year. In each subsequent year, we grew the channel by at least 20%. When iD Tech was purchased in 2021, strong year over year email performance was a crucial element of the sale.

After iD Tech was sold, I was one of a handful of employees who were retained on the marketing side to manage the email channel until late 2023.

HeartMath LLC

09/2014 – 10/2017 (3 Years)

Email Marketing Manager

Boulder Creek, CA

When I joined HeartMath, they had a **Marketo** instance of roughly 750,000 leads. I trained under the senior email marketing manager and became a **Marketo Certified Expert**, which solidified my love for email marketing.

During my time at HeartMath, I learned email marketing from a seasoned professional and used that training to deploy a full transactional backbone, promotional calendar, and automated lifecycle journeys. Additionally, I regularly ran the technical back-end of a webinar system, staging and managing the webinars and emailing the resulting video file(s) to users.

About a year into my employment, we migrated our **Marketo** instance to **Salesforce Marketing Cloud**, the abilities of which more closely matched organizational goals. After this transition, I took over management of the email channel while my manager assumed ownership of our web platform. I ran the email marketing channel for roughly two years before leaving to work at iD Tech Camps.

Bay Photo

05/2011 – 09/2013 (2.5 Years)

Front-End Web Developer

Scotts Valley, CA

I built small business websites for several years before joining Bay Photo as a front-end developer. Through this process I learned HTML, CSS, basic Javascript and JQuery.

That experience leveraged me into a position as a Front-End Developer at Bay Photo maintaining a website accessed by thousands of paid users a day. I stayed in this role for roughly 2.5 years.

At Bay Photo, I worked under a senior developer to maintain the front-end website. We created and managed product pages, constantly iterated on the UX experience and Facebook presence, and created landing pages for new products and promotional initiatives. We used the Jira project management system and versioning through Git to keep our work organized and error-free.

As a two-person team we wore many hats and I learned so much about front-end development and working seamlessly to quickly accomplish the goals of various departments and other stakeholders. It's astonishing how quickly you learn when you are immersed into such a fast-paced environment!

My work at Bay Photo, and years of website building before that, established many skills that I still use to this day. Web Development and Email are powerful complementary skills which also synergize well with my Marketing degree.