Stephanie Lanier

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Digital marketing professional specializing in end-to-end digital marketing solutions, and agile project management.

**Core Competencies**

Email Marketing  Customer experience and e2e Marketing Agile Project Management  Lifecycle campaign planning & execution  Product Management  Process Improvement Cross Functional Collaboration & Relationship Building

**Professional Experience:**

**Email Marketing Manager (Contract)**

Synchrony Financial, September 2020- January 2021

Responsible for continuous campaign improvement and successful execution of marketing campaigns through e-mail marketing for PLCC, CareCredit, and Retail Card campaigns across multiple B2C credit clients.

* Collaborate with cross functional teams such as client marketing, channel, and data team to ensure all campaign deliverables and approvals met qualifications and legal requirements in Workfront
* Executed e-mail marketing campaigns using HTML, reference tables, file only and dynamic content
* Assisted in maintaining projects launch dates for multiple clients automated, and dynamic email campaigns
* Communicated with cross functional teams on data segmentation, content accuracy and effectiveness, and email automation workflows for continuous improvement to the customer experience

**Senior Marketing Manager**

Giving Company, April 2019 – September 2020

Responsible for the digital marketing strategy for 4 brands and execution of multi-channel tactics to enhance audience lifecycle campaigns for acquisition, engagement, and retention.

* Owned the customer journey and contact lifecycle and execute B2B & B2C onmi-channel campaigns across 4 brands
* Project managed and executed the integration of 4 CRM's into one marketing technology stack
* Enhanced customer journey marketing and segmentation through database analysis
* Collaborated with cross functional teams to develop a content roadmap and project management workflows
* Designed market segmentation plan for hyper-targeted lifecycle campaigns to create new opportunities for the product portfolio
* Grew audience engagement by 10% on B2C & B2B marketing channels by providing enhanced customer experience across marketing channels
* Implemented lead scoring practices to enable higher conversions and targeted segmentation with a 10% increase in conversion.
* Managed account-based marketing for over 70 clients and monitor CPM/CPL campaigns across channels
* Monitor and Measure KPI’s to develop continuous campaign improvement across channels
* Resolved delivery issues by developing project plans for enhanced database hygiene and legal compliance

**Email Marketing Manager**

Ballard Designs, April 2017 – April 2019

Responsible for planning, executing and maintaining all components of email marketing, and leading end to end customer campaigns to increase acquisition, personalization and growth initiatives.

* Developed an Agile project workflow to collaborate cross-functionally with merchants, product and creative teams
* Mapped customer journey to improve customer experience that led to 30% growth in audience engagement
* Project managed the migration of a new domain for 20% increase design and delivery of marketing campaigns
* Managed the digital strategy for B2B and B2C, retail and credit card email marketing campaigns
* Enhanced audience click-through-rate by 3% by developing data continuity for marketing automation campaigns
* Developed new acquisition, personalization and go-to-market strategy for email automation
* Coded and connected data extensions and API’s for developing enhanced marketing personas

**Project Manager, Interactive Marketing**

Home Depot, July 2015 – April 2017

Responsible for project management of interactive marketing, web development projects, and email marketing campaigns as well as overseeing creative and technical teams, and executing e-commerce, B2B, B2C marketing.

* Project Managed the creation and distribution of all marketing assets across business stakeholders
* Strategized and executed domestic and international e2e marketing campaigns across all digital marketing channels
* Managed digital and print ad-spend budget and placement for B2B & B2C Campaigns
* Built and executed B2B & B2C customer journey marketing campaigns to targeted segments
* Planned marketing automation, segmentation and customer journeys to reach cross selling revenue goals
* Collaborated with analytics team to establish KPI reporting for QBR’s to define product success
* Worked with re-targeting and PPC, and PDP teams to establish parameters for growth and user experience

**Content Creation Specialist, Interactive Marketing**

Social 123, Jan 2015 – July 2015

Developed content for digital marketing campaigns and executed marketing solutions for customer journey, and persona development.

* Planned and executed B2B campaigns
* Launched website on WordPress, set up SEO and Google Ads to enhance traffic
* Developed KPI dashboards through PowerBI, Google Analytics and Pardot

**Advertising Sales Coordinator, Fortune, Money, Time Magazine**

Time, Inc., Aug 2014 – Jan 2015

Responsible for client communications, event planning, print and digital ad sales support.

* Booked and placed print and digital ads in regional Fortune, Money, and TIME magazines
* Planned & coordinated editor and client events
* Streamlined communication between clients, production department, and sales teams

**Marketing & Business Development Coordinator**

Americold Logistics, April 2012 – Jan 2014

Responsible for all external media, digital media, sales support, coordination of customer events, press releases, and assisting in corporate strategy, and coordination of internal communication projects.

* Organized analytics and reporting for Board of Trustees and C-suite meetings
* Managed collateral for industry wide Customer Summit event and 10 annual trade shows with 500K budget
* Coordinated media relations, wrote and distributed press releases and re-branding campaign

**Skills**

Agile Project Management

SMS & in App Messaging

Deliverability

User Experience Optimization

Database Management

CRM Administration

Salesforce Marketing Cloud

Hubspot

Marketing Automation

HTML coding

Workfront Project Management

Google Analytics

PowerBI, Litmus

Adobe Creative Suite Wordpress, CMS

UX Optimization

Content Management

Basecamp, Jira

Digital Marketing

Customer Journey Marketing

**Georgia College & State University**

Milledgeville, GA August 2008 – May 2012

Bachelors of Arts in Mass Communications, Public Relations & Digital Media