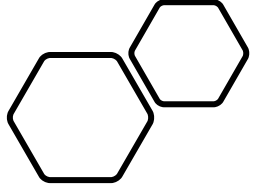


Stephanie Lanier

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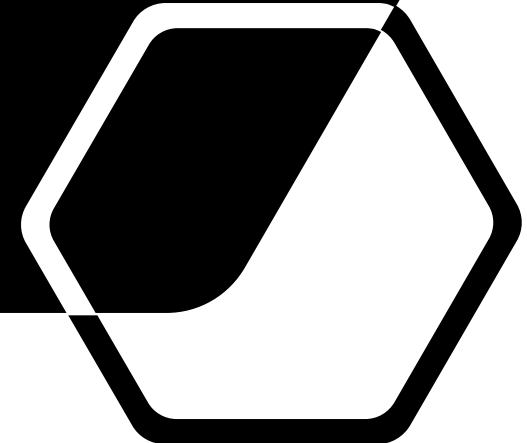
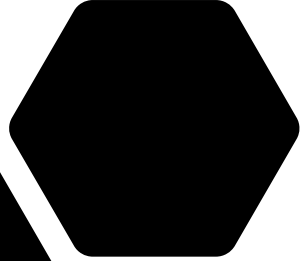
Digital Marketing Experience



Enhancing the end-to-end customer journeys for improved acquisition, engagement and retention on lifecycle campaigns

Driving profitability and product enhancements and efficiencies to improve Omni-channel marketing solutions

Streamlining cross-functional collaboration and partnership with Agile Project Management



Enhancing the end-to-end customer journeys for improved acquisition, engagement and retention on lifecycle campaigns

Experience:

- Giving Company: Multichannel campaign execution across 4 brands in collaboration with external agency
- Giving Company: Worked with Channel and Client teams to implement email best practices for enhanced cardholder conversion
- Ballard Designs: PLCC campaign execution for enhanced cardholder registration
- Ballard Designs: Established cardholder journey campaigns from e-quickscreen efforts to grow cardholder revenue
- Giving Company: Drive CRM capabilities to connect SMS & paid social messaging into journey workflows for enhanced customer touchpoints
- Home Depot: Drive personalization across campaign with use of data analysis and Hyper Segmentation
- Ballard Designs: Designed behavioral triggers and full marketing automation process to increase revenue and retention
- Home Depot: Implemented improvement tactics to shorten paths to conversion across channels in the customer journey

Job Requirements:

- Use skills in end-to-end marketing to develop strategic email channel execution plan based on campaign goals
- Used strategic growth marketing skills for acquisition campaigns on social and email channels
- Implemented e2e customer lifecycle campaigns through marketing automation programs across email, SMS and social channels
- Established marketing personas and lead scoring tactics for segmentation in the customer journey messaging in lifecycle campaigns
- Personalize program and campaigns with dynamic content in social and email campaign utilizing Moveable ink and enhanced CRM solutions
- Executed the strategic digital marketing strategy across 4 brands simultaneously for seamless execution of multi-channel timelines

Driving
profitability and
product
enhancements
and efficiencies to
improve Omni-
channel
marketing
solutions

Experience:

- Giving Company: Partner with IT Teams to design product roadmap for improvements to product offerings and new capabilities
- Giving Company: Turned a non-profitable revenue channel to fully profitable through product improvements and growth marketing strategies
- Giving Company: Redefined product roadmap for CRM and Subscription teams for enhanced usability connecting the customer experience across 4 brands
- Ballard Designs: Worked with merchant and product teams to develop certifications for products to enhance credibility for B2B business
- Ballard Designs: Developed solutions and structural guidelines for email teams across Cornerstone Brands to operate with enhanced focus on deliverability and inbox placement

Job Requirements:

- Improve cross team collaboration planning and implementation process for new content strategy
- Enhanced B2B product offerings by identifying key needs of the business
- Define the needs of email channel program for ensuring compliance with new privacy and data laws
- Worked with multiple teams to determine how digital marketing could focus on gaining retail store traffic, and PLCC activation
- Research and learn about the reference table set-up on GAP, Care Credit, and Lowes retail card to engage other channel managers about a new build process
- Work on rigorous testing of email marketing campaigns across Retail Card, PLCC, Dual Card, Clients

Streamlining cross-functional collaboration and partnerships with Agile Project Management

Experience:

- Synchrony: Collaborated with cross functional teams in Workfront to ensure all campaign assets and components were in line with project goals and legal approvals for timely execution
- Synchrony: Star Harmony use and CRM expert; worked to understand new avenue and capabilities across Retail and Dual Card clients
- Giving Company: Establish client communication cycles to communicate KPI's on program performance
- Giving Company: Design project workflow for migrating 4 databases into 1 marketing technology stack.
- Ballard Designs: Partner with data, content and creative teams to establish project management workflows for asset creation
- Ballard Designs: Develop UTM, Tracking and source code guide at Ballard Designs for CANSPAM Compliance, and data security
 - Served as committee chair of email marketers for leading our data security efforts across sister brands of Cornerstone brands

Job Requirements:

- Partner with cross functional teams: COPS, Client, Agency, Vendors, etc. to drive data, HTML and asset delivery efficiencies
- Used skills in Agile project Management to establish project workflows in Airtable for each brand by channel with documentation
 - Share with team & key stakeholders to encourage a strategic mindset & flawless execution
- Partner with other channel managers on tactics for approaching strategic conversation with a client
- Improve project workflows by program and campaign in Airtable for each brand by channel
- Improve cross team collaboration planning and implementation process for improved content strategy
- Establish process for data security and redundancy as well as timing database updates to customer profiles
 - Provided full documented process and written dataflows to IT teams for consistency and to maintain knowledge standards