

# Robert Ramirez

## Lifecycle Marketing Professional

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### Summary

Lifecycle marketing professional with 10+ years of experience designing, optimizing, and implementing marketing programs in each stage of the funnel. Expertise in marketing automation, CRM operations, segmentation, and strategy across the customer lifecycle.

### Experience

#### Vacasa | Email Marketing Manager

January 2022 - September 2026

- Segment customers on attribute and performance data (reduce churn by 50% with engagement segments)
- Maintain high engagement for retention emails (~68% open rate, ~4/5 email rating)
- Manage workflow of email production, calendar, and strategy for customer lifecycle
- Work with stakeholders to design and lead implementation of lifecycle journeys such as onboarding, offboarding, abandons, referrals, and more
- Design and iterate on A/B tests across ad hoc campaigns and customer journeys
- Execute highly personalized campaigns using Ampscript and automation tools
- Optimize ongoing campaign processes (up to 50% reduction in time for dynamic newsletter with snowflake + SFMC automations and process adjustments)
- Develop SMS marketing communications

#### Restoration Hardware | Email Marketing Specialist

June 2021 - December 2021

- Manage campaign build and deployment through Salesforce Marketing Cloud
- Segment customer database with Audience Builder and SQL automations
- Monitor and maintain deliverability
- Build and deploy 5+ campaigns weekly for over 3M sends

#### Scalable Press | Email Marketing Associate

July 2018 - January 2020

- Conduct email planning and distribution for over 3M sends per month
- Construct responsive emails in HTML with handlebar logic for personalization
- Establish email marketing flows for abandoned carts, post-purchase, etc.
- Transition email marketing platform to Iterable and perform IP warmup
- Perform extensive email deliverability diagnosis and resolution

### Education

#### Chapman University 2011-2015

Bachelor's Degree in Business Administration, Marketing Emphasis

### Skills

Email and SMS Marketing, Campaign Strategy, Lifecycle Marketing, Marketing Automation, Promotional Emails, Customer Retention, Email Deliverability, A/B Testing, HTML, CSS, SQL, AI Collaboration & Solutions, Scalable Marketing, Reporting, Customer Conversion, Audience Engagement, Marketing Technology, Advanced Segmentation, CRM Systems, Winback Campaigns, Loyalty