

Christie Thornton

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WORK EXPERIENCE

Vivian Health

Marketing Operations Manager, CRM / Senior Lifecycle Marketing Manager

Remote

July 2023 - Present

- Plan and execute campaigns, working cross-functionally with Marketing, Creative, Product, Engineering, and Data to define targeting, plan A/B tests, set success metrics, and identify reporting needs.
- Optimize project intake and tracking processes, achieving an average of 19 completed projects per month, with a peak of 34 during high-demand periods.
- Automate the flow of recruiter audience segmentation data into Braze (previously managed manually), reducing processing time by 85%, eliminating data inconsistencies, and ensuring real-time data availability.
- Manage API troubleshooting and performance monitoring, collaborating with engineering to optimize send times based on server capacity and tracking send metrics in Datadog.
- Monitor deliverability metrics and proactively design campaigns that align with deliverability best practices.
- Maintain a visual map of system integrations to enhance understanding of the CRM ecosystem, highlight key platform connections, and proactively identify potential downstream impacts.
- Promoted to Senior Lifecycle Marketing Manager after 13 months.

Instacart

Front End Development Manager, CRM

Remote

Jun 2021 - Sep 2022

- Developed email, SMS, and push notifications containing dynamic data and API generated content for English and French-speaking consumers.
- Implemented testing optimizations that reduced QA time by over 30%.
- Created and maintained over 80 pages of documentation for team processes and API endpoints.

LendingTree

Email Developer / Senior Email Developer

Charlotte, NC

Aug 2018 - Jun 2021

- Coded over 300 email, SMS, and push notifications containing dynamically populated data.
- Created a scalable modular design system of over 15 modules with reusable code snippets and usage notes.
- Launched an A/B test for an email template, resulting in a 17% increase in click-through rates.

University of North Carolina at Charlotte

Drupal Web Developer

Charlotte, NC

Feb 2017 - Apr 2018

- Built and maintained over 20 microsites to spearhead the university's digital transformation.

Husqvarna

Digital Content Specialist

Charlotte, NC

Apr 2015 - Feb 2017

- Relaunched the US and Canadian websites (200+ pages), ensuring product, content, and pricing accuracy.

Lowe's Home Improvement

Business Selling System Programmer/Business Solutions Analyst

Mooresville, NC

Feb 2012 - Apr 2015

- Developed digital catalogs and was promoted to Business Solutions Analyst after 18 months.
- Planned a proof of concept for a selling and project tracking tool, leading to a 4% increase in close rates.

SKILLS

project management, continuous improvement, problem-solving, automation workflows, lifecycle marketing, campaign planning and execution, email development, Looker, HTML/CSS, Postman, Braze, Blueshift, Appsflyer

EDUCATION

University of North Carolina at Charlotte

B.A. Graphic Design and Computer Science

Charlotte, NC

2006 - 2010