

Janliz Suarez

Email Manager | CRM Strategist | Marketing Automation

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I'm a digital marketing professional with an extensive background in multiple industries. I have spent the last seven years working integrating digital channels, managing email programs, and customer data management. I'm looking for new adventures as a web developer.

Expertise

- Email strategy, deployment, analysis, and optimization
- Monitor email deliverability, and inbox placement
- Collection and management of customer information
- Customer Segmentation
- Knowledgeable in data privacy: CAN-SPAM, CCPA (California Consumer Privacy Act), and Nevada Privacy Act
- CRM integration with digital marketing channel for email, remarking and look-a-like campaigns
- Knowledgeable in PPC, SEO, Display, Affiliates, and Social Media
- Analytical mindset

Experience

Haggar Clothing, CO / Sr. Digital Marketing and CRM Manager

January 2017 - Present / Farmers Branch, TX (Hired Position Sr. Email & CRM Manager)

Haggar is a men's apparel company with over 90 years of history and innovations. For 3 consecutive years, I increased email traffic by +40% and email sales by +35%. I oversee the following areas:

- Email Channel for Haggar.com & Haggar Outlet Stores
 - Responsible for overseeing email strategies, execution, optimization, and analysis
 - Deploy daily segmented promotional email campaigns
 - Setup personalized campaigns based on events, behavior, and store type
 - Monitor email deliverability and inbox placement
 - Conduct A/B tests to optimize the channel
 - Automate customers segments
 - Manage Zeta Global - Email Service Platform
- Customer Data Management
 - Manage, monitor, and optimize how we collect customer data
 - Work with the legal team to ensure we comply with the different customer privacy data acts
 - Ensure we collect all data points needed to execute various campaigns
 - Maintain and optimize customer segments
 - Integrate customer data with multiple digital channels based on behavior and opportunities
 - Analyze and report to stakeholders valuable customer information including

- lifetime value, cross-shopping behavior, OMNI customer growth, and more
 - Manage Aptos CRM- Customer Relationship Manager Platform
- Overseen Digital Marketing Channels
 - Designing and overseeing all aspects of digital marketing and integration with CRM
 - Manage and provide strategic directions to paid search, search engine optimization, display, social media, and affiliate agencies
 - Create and manage forecast and budget
 - Monitor and analyze performance indicators across all marketing channels to optimize the return of investment

Protivix / Sr. Email Manager (Contract)

July 2016 - December 2016 / Frisco, TX

Protivix is a small business solution company that offers IT services to organizations in the DFW area. Protivix assists organizations in deploying Microsoft solutions like Dynamics 365, Project Online, Power BI, Azure, and others. I help Protivix to:

- Integrate Dynamic 365 with Click Dimension
- Clean a database of 30,00 business leads
- Create segmented lists based on customers positions and departments potential target solutions
- Created lead automated campaigns
- Establish KPI's and reporting

Brand Agent / Sr. Digital Strategy Account Executive (Contract)

October 2015 - June 2016 / Dallas, TX

Brand Agent was a small agency specialized in catalogs, packaging, and photography. Few of their clients were asking for some digital work. I was able to help two clients: Raising Canes and Macadamia.

- Macadamia - I Managed email campaigns for Macadamia with open rates over 30%, CTR over 20%, and online conversion of 4%
- Raising Canes- Manage Google Analytics implementation for Raising Cane's website to provide custom website behavior and provide visibility to marketing on campaigns and channels performance

Qology Direct, LLC / Sr. Digital Strategy Marketing Manager

December 2011 - October 2015 / Fort Lauderdale, FL (Hired Position Internet Product Manager)

Qology was a company authorized to re-sell home services like cable, internet, and phone. At Qology, I was responsible for two aspects of the digital team:

- Overseeing and optimize customer experience and traffic
 - Manage multiple digital projects from conceptualization to execution for clients like Comcast, Time Warner Cable, Charter, AT&T, Verizon, and Cox
 - Collaborate with the SEM teams to develop and monitor key conversion metrics to support the optimization and performance of campaigns
 - Responsible for ensuring all channels have the correct promotion for each provider
 - Accountable for analyzing traffic data, identifying opportunities to enhance the consumer experience, conduct A/B Testing

- Responsible for Google Analytics governance
- Manage Email Channel
 - Integrate CRM (Salesforce) with email service provider Responsys
 - Implement remarketing email campaigns with a 25% of unique open rate, 6% of offline conversion rate
 - Create seven different retargeting automated campaigns to target leads for each of our providers
 - Manage, monitor, and optimize all campaigns
 - A/B test to improve customer experience
 - Report to management channel performance

Spectrum Brands / Associate Brand Manager-Appliance Division-USA & Canada

December 2010 - December 2011 / Miramar, FL

Spectrum Brands is a consumer goods company licensed to produce and market small kitchen appliances for Black & Decker, George Foreman Grill, and other brands.

- Assist with marketing strategies for all brands in the portfolio
- Manage \$6MM brand budget
- Assist with the implementation of social media strategy. Grew George Foreman Facebook page to become the largest Facebook page for small appliances
- Assist with the development and execution of demo videos, lifestyle images and product images for George Foreman Grills, Black & Decker, and Farberware brands
- Ensure commerce websites were brand compliance

Christian Dior / Marketing Brand Manager-Appliance Division-USA & Canada

August 2007-January 2010 / Miami, FL

Procter & Gamble / Marketing Coordinator

February 2006-December 2006 / San Juan, PR

Colgate-Palmolive / Assistant Product Manager (Internship)

August 2004 - January 2006 / San Juan, PR

Skills

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- Familiarity with CRMs like Aptos, Salesforce
 - Expertise with analytics tools like Google Analytics, Validity (formerly known as Return Path and BriteVerify)
 - Working knowledge of email marketing platforms like Responsys, ClickDimension, Zeta Global
 - Experience with marketing clouds Zeta Global
 - Experience with website testing tools likes Optimizely
 - Experience with BazaarVoice email review program
 - Experience with LiveRamp
 - Basic HTML, JavaScript, JQuery, AJAX - please look at my GitHub: <https://css-tricks.com/snippets/css/a-guide-to-flexbox/>
 - Basic Photoshop

Education

The University of Puerto Rico / Bachelor Degree in Business Administration with a concentration in Marketing

Graduated 2004.

New York Institute of Technology / M.B.A in Advertising and Public Relations

Graduated 2008

Certifications

- Google Analytics certified
- HubSpot Email Marketing certified