

Janliz Suarez

CRM Marketing | Email Automations | Digital Strategist

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I'm a digital marketing professional with an extensive background in multiple industries. I have spent the last nine years working integrating digital channels, managing email programs, customer data management, and website optimization.

Expertise

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- Expertise in developing digital marketing strategies
 - Email strategy, deployment, analysis, and optimization
 - CRM marketing and analytics
 - Customer lifecycle and segmentation
 - CRM integration with digital marketing channel for paid search, social media, display, etc.
 - Knowledgeable in data privacy: CAN-SPAM, CCPA (California Consumer Privacy Act), and Nevada Privacy Act
 - Skilled in Google Analytics, Zeta Global Marketing Cloud
 - Knowledgeable in HTML/CSS, basic understanding of JavaScript

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 the past three years, I have work on increasing traffic and revenue for Haggar.com.

- Responsible to oversee digital strategies for Haggar.com and Haggar Outlet Stores
- Increased traffic to Haggar.com by +25% for the past three consecutive years
- In conjunction with the ecommerce team increased Haggar.com revenue by +27%
- Manage and provide strategies for several digital agencies to acquire every year +46,000 new Haggar.com customers
- Responsible for monitoring and analyzing performance indicators across all marketing channels to meet business objectives
- Create and manage digital forecast and budget
- Responsible for overseeing all strategies and execution of Customer Relationship Management (CRM) for Haggar.com and Haggar Outlet Stores
- Responsible for overseeing the email program; driving +30% in revenue for the past consecutives three years
- Manage all strategies, campaigns, triggers, execution, optimization, and analysis (email program is managed in-house)
- Responsible to strategize, execute, and monitor different customers journey and audiences
- Monitor inbox placements and conduct A/B tastings
- Enable acquisition and remarketing campaigns utilizing CRM customer data in different marketing programs
- Work with developers on CRM BI reports for stakeholders

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 helped Protivix to:

- Launched landing pages for each service (using WordPress)
- Responsible for managing email integration solution with Dynamics 365
- Create drip email campaigns for various products and target
- Lead generation process and campaigns
- Establish a content plan per industries and solutions
- Leverage Google Analytics dashboards and custom reporting
- Establish social media presence
- Responsible to manage agencies relationship

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.

- Sr. Digital Strategy Account Executive for Raisin Cane's, Macadamia, and pawTree websites
- Responsible to provide strategic direction and web support for different customers projects
- Work with client's strategy team to conduct A/B testing, defines goals, and KIPs
- Collaborate with developers and designers on web optimization best practice and customer experience enhancements
- Create digital promotional tactics and creative pieces for Raising Cane's
- Manage Google Analytics implementation for Raising Cane's website to provide customer website behavior and provide visibility to marketing on campaigns and channels performance
- Lead and execute customer lifecycle strategies for pawTree's website (direct sales company)

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 websites digital projects from conceptualization to execution
 - Responsible for traffic optimization and campaigns conversion of several websites to drive 15 million sales calls, converting 4.5 million customers and generate 1 billion yearly revenue
 - Monitor, research and analyze performance indicators across all marketing channels to meet business objectives and offline/online conversion

- Responsible to analyze traffic data, identify opportunities to enhance consumer experience, conduct A/B Testing using platforms like Adobe Test & Target and report to the business findings
- Work with developers and designers on website experience enhancements
- Collaborate with the SEM/SEO 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
- Support the ecommerce with websites content for each of the brands

Education

SMU – Full Stack Web Development Certification

Graduation April 2021

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

