

Christine M. Ebinger

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Experience

Groupon, Inc.

Chicago, IL

Marketing Manager - LivingSocial

February 2017 – Present

- Manage team responsible for the build, implementation and execution of marketing calendar for Local, Goods and Travel businesses across email, site and mobile- posting highest revenue and active user growth for the brand in 12 quarters.
- Oversee and coordinate an average of 50 weekly campaigns from ideation, design, copy, audience segmentation, cadence, execution & deliverability- generating \$40 million in attributed sales in 6 months since site re-launch.
- Operationalize post-acquisition email CRM activity, including automated replenishment campaigns, new customer lifecycle programs and behavioral triggered emails- resulting in increased purchase frequency, higher conversion and reduced unsubscribe rates
- Lead between marketing and engineering for scalable product and campaign type roll-outs, ranging from new deal-type introductions, geo-targeted mobile assets and navigation overhauls.
- Marketing lead for the integration of LivingSocial and Groupon systems- laying out and launching groundwork for marketing operations for all email, mobile and website campaigns on the new Groupon platform.
- Partner with VP of LivingSocial to map out and build post-acquisition marketing organization chart, hiring, training and managing new team after Groupon's acquisition of LivingSocial.

Manager, Campaign Optimization

June 2016 – January 2017

- Developed and rolled out best practices for company's largest national campaigns through A/B testing of email, push, inventory and audience selection features- generating over \$18 million in annual improvements and process introductions used across North American marketing teams.
- Partnered with revenue management and analytics teams to provide new visibility, success benchmarks, insight and action items for merchandising and marketing teams through weekly reviews.
- Created and rolled out automated processes for email creation, inventory vetting, and performance tracking for North American campaigns- reducing campaign man-hours and increasing audience productivity.

Campaign Manager

June 2015 – June 2016

- Managed email and push marketing funnels - owned coordination, execution, A/B testing and audit generating over \$75 million in attributed bookings.
- Lead cross departmental collaboration between sales, planning, marketing, editorial, design, social, SEO/SEM and engineering teams to align all merchandising strategies with company initiatives.
- Liaised project management for email and push marketing pilot initiatives- worked with engineering and marketing teams to troubleshoot, track and pass on new processes to vertical teams.

Kohl's Department Stores

Menomonee Falls, WI

E-Commerce Assistant Buyer

February 2014- June 2015

- Owned buying, pricing and promotion of \$100 million in product across 40 private, exclusive and national brands.
- Negotiated product cost, initial markup and seasonal sales forecasts for product assortments for all incoming web exclusive vendors lifting sales growth over 90% to year prior.

E-Commerce Analyst

September 2012 – February 2014

- Managed inventory through allocation, replenishment and chase systems for 10 exclusive brands with annual sales of \$70 million.
- Analyzed sales, site traffic, customer review and geographical data to identify assortment opportunities and shift inventory placement to achieve higher margin, lower shipping costs and balanced promotional rates.

Education

University of Wisconsin

Madison, WI

Bachelor of Business Administration

Graduated: May 2012

Major: Marketing and Management