

CHRISTOPHER LU

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PROFILE

Endlessly curious professional with skills in campaign management, marketing automation, iterative testing, and driving cross-functional teams. Expert with A/B testing, leveraging new technology, end-to-end campaign design, and CRM data management. I learn fast.

SKILLS

Wrike
CoSchedule
Buffer
MS Office

SQL
HTML
Wordpress
Instapage

Marketo
Hubspot
Salesforce
Adobe Suite

PROFESSIONAL EXPERIENCE

Marketing Automation
Coordinator
Vacasa
Jun. 2017 - Nov. 2017

- Functioned as direct administrator of company marketing automation platform with internal clients
- Partnered with internal teams to plan and execute email segmentation processes, including test design, reporting on results, and formulating strategy for future campaigns
- Collaborated cross-functionally on monthly data-driven email marketing calendar using market performance data, content strategy, brand direction, and SEO metrics
- Conducted A/B testing on emails to drive open and click rates, and identified ideal prospect profile segments
- Executed comprehensive weekly reporting with engagement metrics, tests, and trends

Content Specialist
Kong Ren Holding
Oct. 2016 - Jun. 2017

- Managed content and social media calendar, website, and email campaigns
- Curate lists and actionable insights through list segmentation
- Coordinated events and drove attendance

Sales Development
Representative
Switchboard
Aug 2015 - Dec 2016

- Deploy inbound and outbound email campaigns and qualify leads
- Create and manage lead lists in Hubspot
- Leveraged reporting and insights to uncover new prospect segments
- Facilitated the timely review of vendor deliverables

EXPERTISE

Demand Generation
Email Marketing
Marketing Automation
Lead Generation
Vendor Management

EDUCATION

2010 - 2015

Bachelor of Arts, Major in Religion
Reed College

Undergraduate Thesis: "A Study of Transmedia Types in Academic Forms"

Aug - May 2016

Project Management Fundamentals
Hack University
<http://fortyforty100.hackoregon.org>