

Lily Tam

(347) 827-9976 | lilytam88@gmail.com | linkedin.com/in/lily-tam/

EDUCATION

University of Illinois Urbana-Champaign

Bachelor of Arts in Communications 2015

EXPERIENCE

Capchase

Apr 2025 - Present

Lifecycle Marketing Manager

New York, NY

- Developed and implemented advanced segmentation strategies by industry, persona (finance vs. sales), geography, Account Based Marketing tier, and private equity portfolio, leading to a **7% increase in app logins** from lifecycle emails
- Led end to end lifecycle marketing strategy across the full buyer journey from inbound leads to Sales Qualified Leads, opportunity, and customer activation contributing to consistent pipeline growth
- Built and deployed a new prospect nurture program that led to a **13% increase in newsletter sign ups**, accelerating early stage engagement
- Partnered cross functionally to support communications around Capchase's acquisition of Vartana and successfully reactivated dormant accounts from the acquired customer base
- Launched automated nurture journeys for cold leads, no shows, event attendees, and closed lost opportunities, resulting in a **16% lift in re engaged prospects** entering the sales funnel
- Supported outbound sales with optimized email touchpoints and auto responders, driving a **6% lift in new sign ups from vendor reps**
- Continuously ran A/B tests and iterated on journey performance to improve conversion rates and accelerate Sales Qualified Leads to opportunity progression

Nava Benefits

Aug 2024 – Feb 2025

Lifecycle Marketing Manager

Remote

- Refined segmentation and personalization strategies for ad hoc campaigns, resulting in a **13% lift in webinar and live event registrations** across HR and broker personas
- Revamped the multi stage nurture journey, improving Marketing Qualified Leads quality and **increasing conversion rates by 8%** within four months through targeted content and lead scoring optimization
- Partnered with Sales Development Representatives to craft promotional offers and new cadences that motivated prospects to schedule meetings, **boosting Lead to Sales Qualified Opportunity conversions by 6%**
- Implemented a structured content calendar for monthly newsletters, streamlining cross functional coordination and driving an **11% increase in newsletter sign-ups**

Flexport

Nov 2022 – Feb 2024

Digital Marketing Manager

Remote

- Owned and executed four full funnel lifecycle programs (churned, closed lost, non sales intent, and net new leads), **driving a 36% lift in Marketing Qualified Leads and a 21% increase in Sales Qualified Opportunities**
- Led LinkedIn campaigns using Account Based Marketing strategies, **contributing to an 18% growth in Marketing Qualified Leads and a 9% increase in Sales Qualified Opportunities**
- Applied agile methodology and A/B testing to refine lifecycle strategies in real time; led web optimization experiments via Salesforce Pardot that **boosted conversion rates by 11%**
- Partnered with creative and sales to deploy programmatic email journeys, **improving email engagement by 24%** through iterative, sprint based testing

Nike

May 2021 – Nov 2022

Membership Communications Specialist

Remote

- Designed and executed data driven personalization strategies, **increasing customer loyalty and retention by 11%** through tailored communications and journey enhancements
- Analyzed post purchase engagement data to identify optimization opportunities, **resulting in \$677K in incremental revenue** within 3 months and over **\$2M within 6 months**
- Spearheaded cross functional collaboration to ideate, scale, and launch key membership experiences, driving monthly **engagement from 1M+ subscribers** across digital channels

Technical Skills

Email and Marketing Automation: Hubspot, Salesforce Marketing Cloud, Pardot

Web and Design: HTML/CSS, Adobe Dreamweaver, Whimsical

Analytics: Looker, Salesforce, Notion, ZoomInfo

Project Management: Jira, Notion, Monday

Languages

Cantonese

Personal Achievements

Completed 3 Marathons in 2024 (Tokyo, Chicago, NYC) and currently training for the 2025 NYC Marathon