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## PROFESSIONAL SUMMARY

Data-driven retention marketing professional with 4+ years of experience optimizing activation funnels, reducing churn, and increasing customer lifetime value through behavioral segmentation and systematic experimentation. Proven expertise in designing lifecycle messaging sequences, conducting A/B testing frameworks, and partnering cross-functionally to identify and eliminate user journey friction points. Skilled at translating user behavior data into actionable campaigns that drive deposits, engagement, and long-term retention.

## EXPERIENCE

### **Moneylion, New York, NY**

*Lifecycle Marketing Strategist*

November 2024 - PRESENT

- Architect end-to-end activation and monetization funnels, coordinating cross-functionally with stakeholders to optimize user journey from install to active engagement
- Design behavioral trigger sequences using customer data analysis to increase conversion rates and drive repeat product usage
- Build systematic A/B testing frameworks to optimize messaging, timing, and offers across push notifications, in-app messaging, and email campaigns

### **Twill, New York, NY**

*Lifecycle Marketing Manager*

January 2023 - August 2024

- Increased user retention by 35% across five distinct audience segments through targeted re-engagement campaigns and churn intervention strategies
- Built comprehensive user segmentation system based on behavioral patterns and churn risk to deliver personalized messaging sequences

### **Republic, New York, NY**

*Email Marketing Specialist*

August 2021 - December 2022

- Drove 40% increase in user-generated revenue through behavioral segmentation strategy and personalized campaign optimization
- Designed systematic A/B testing program that improved campaign conversion rates by 30% across multiple user cohorts and messaging channels
- Built reporting dashboards and measurement frameworks to track campaign impact on user engagement, transaction values, and lifetime value

## EDUCATION

Colgate University, Hamilton, NY

Bachelor's Degree, Psychology Major, Spanish Minor (Fluent)

Phillips Academy, Andover, MA

Diploma