

SHELBY IVEY CHRISTIE

Senior Product Marketing Manager

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PROFESSIONAL SUMMARY

Results-driven **Growth & Product Marketing Leader** with **10+ years** of experience in **digital marketing, product marketing, and growth strategy**. Expertise in **customer acquisition, retention, and revenue optimization** for global brands in **technology, eCommerce, and consumer products**. Skilled in **data-driven marketing, GTM strategy, omnichannel campaigns, and performance analytics**. Adept at leading **cross-functional teams**, optimizing **marketing funnels**, and leveraging **MarTech and automation tools** to drive business growth. Proven ability to **scale multi-million dollar marketing initiatives** while enhancing **user engagement and brand equity**.

PROFESSIONAL EXPERIENCE

Meta | Facebook

Brand Marketing Manager V

Remote

Aug 2024 – Present

- Increased **product adoption by 40%** by leading the development and execution of **AI-driven go-to-market (GTM) strategies**.
- Conducted **50+ user research studies**, leading to a **30% improvement in consumer engagement** and feature adoption.
- Partnered with **engineering and UX teams** to enhance **AI product features**, reducing **customer friction by 25%**.
- Launched **multi-channel brand activation campaigns**, resulting in a **20% uplift in brand awareness** and **15% higher conversion rates**.
- Improved **ad performance by 35%** by implementing **A/B testing and optimizing audience segmentation strategies**.
- Spearheaded **paid media strategy** across **social, programmatic, and influencer networks**, increasing **ROI by 50%**.
- Developed **automated marketing workflows** using **Salesforce and HubSpot**, reducing **lead acquisition costs by 28%**.

Nike Inc. | PMG

Director of Growth Marketing

Remote

May 2023 – Dec 2024

- Increased **active users by 25% YoY** through **data-driven growth marketing campaigns** across paid and organic channels.
- Managed a **\$30M+ quarterly budget**, optimizing **customer acquisition costs (CAC) by 22%** and **return on ad spend (ROAS) by 38%**.
- Led **cross-functional teams (marketing, product, and engineering)** to execute **8+ high-impact product launches**, resulting in **\$10M in incremental revenue**.
- Implemented **advanced audience segmentation strategies**, increasing **email open rates by 45%** and **CTR by 30%**.
- Boosted **website conversion rates by 18%** by refining **SEO, SEM, and UX strategies**.
- Conducted **consumer behavior analysis and predictive modeling**, identifying **new revenue opportunities worth \$5M+ annually**.

Amazon

Senior Manager of Product Marketing

Seattle, Washington

March 2021 – Dec 2023

- Drove **\$5M+ in annual revenue** by launching **high-impact product marketing strategies** for Amazon's digital marketplace.
- Led **7+ cross-functional teams** to optimize **brand activations and growth marketing initiatives**, increasing **conversion rates by 32%**.
- Defined and implemented **full-funnel marketing strategies** (paid search, CRM, retargeting), improving **customer acquisition by 28%**.
- Increased **engagement by 40%** by launching **interactive content and video ad campaigns** across Amazon's advertising ecosystem.
- Optimized **multi-touch attribution models**, reducing **customer churn by 25%** and improving **customer retention by 20%**.
- Expanded **brand reach by 50%** through strategic **influencer partnerships and omnichannel marketing**.

L'Oréal

Product Marketing Manager

New York

Feb 2018 – Jan 2021

- Stimulated **\$3M+ in annual sales** by launching **data-driven product marketing campaigns** across **DTC, eCommerce, and retail**.
- Increased **ROAS by 56%** by optimizing **paid media, influencer marketing, and CRM automation**.
- Led **5+ cross-functional teams** to introduce **new digital product features**, increasing **customer engagement by 35%**.
- Conducted **competitive analysis and consumer research**, leading to a **40% improvement in market penetration**.
- Reduced **ad spend waste by 30%** by developing **targeted audience segmentation strategies**.
- Designed **data-driven pricing and promotional strategies**, improving **profit margins by 20%**.

Vogue

Digital Media & Marketing Planner

New York

Sep 2016 – Dec 2017

- Strategized digital marketing campaigns that boosted campaign performance by **30%**.
- Managed cross-functional teams across media planning, sales, and creative, increasing campaign execution efficiency by **25%**.
- Curated audience-specific content strategies, growing brand engagement by **40%**.
- Optimized media buying strategies, increasing targeted audience reach by **20%**.
- Allocated ad budgets efficiently, reducing **cost per acquisition (CPA) by 18%**.

Mindshare

Associate Media Planner

New York

Nov 2015 – Oct 2016

- Restructured media planning and audience segmentation, enhancing campaign performance by **28%**.

- Orchestrated cross-channel campaigns across display, social, and programmatic, increasing **ROI by 35%**.
- Executed A/B tests on digital ads, improving CTR by **20%** and reducing CPC by **25%**.
- Crafted brand positioning and media strategies, resulting in a **15% market share increase**.
- Compiled performance data and insights for stakeholders, optimizing campaign efficiency by **30%**.

CORE SKILLS

Growth & Performance Marketing

- **Customer Acquisition & Retention** – A/B Testing, Conversion Rate Optimization (CRO)
- **Paid Media Strategy** – PPC, Social Ads, Display, Affiliate Marketing
- **Lifecycle & CRM Marketing** – Email, Push Notifications, Retargeting, Lead Nurturing
- **Growth Experiments** – Funnel Optimization, Viral Loops, Gamification

Product & Digital Marketing

- **Go-To-Market (GTM) Strategy** – Product Positioning, Brand Activation, Competitive Analysis
- **Omnichannel Campaigns** – SEO, SEM, Influencer & Content Marketing, Partnerships
- **User Research & Insights** – Customer Personas, Sentiment Analysis, Surveys & Focus Groups
- **Data-Driven Storytelling** – Crafting Messaging Based on Consumer Behavior

Analytics & Revenue Optimization

- **Performance Metrics & Attribution** – ROAS, LTV, CAC, Multi-Touch Attribution
- **Marketing Analytics & Dashboards** – Google Analytics, Tableau, Looker, SQL
- **eCommerce & Marketplace Strategy** – Merchandising, Pricing, Conversion Optimization
- **MarTech & Automation** – CRM, CDP, Personalization Engines (Braze, HubSpot, Salesforce)

Soft Skills & Leadership

- **Strategic Storytelling** – Influencing Stakeholders & Executives
- **Cross-Functional Leadership** – Collaborating with Product, Engineering, and Creative Teams
- **Agility & Innovation** – Adapting to Market Trends & Emerging Technologies
- **Budget & P&L Management** – Allocating Multi-Million Dollar Ad Budgets for Maximum ROI

EDUCATION

- **CENTRAL SAINT MARTINS – UAL** *London, United Kingdom*
Master of Business Administration | Business Administration *In Progress*
- **NORTH CAROLINA A&T STATE UNIVERSITY** *North Carolina, USA*
Bachelor of Liberal Arts | Liberal Arts *2015*

KEY ACHIEVEMENTS

- **Drove 25% YoY user growth** at Nike by executing **data-driven growth marketing strategies** and enhancing user engagement.
- **Generated \$5M+ in annual revenue** at Amazon by leading digital **product marketing initiatives** and launching consumer-focused features.
- **Achieved 56% ROAS** at L'Oréal by optimizing **brand activation and performance marketing campaigns**.
- **Managed \$30M+ quarterly marketing budgets** while improving **customer acquisition, retention, and user experience**.
- **Led go-to-market (GTM) strategies** at Meta (Facebook), collaborating with **engineering, research, and marketing teams** to launch AI-driven products.

AWARDS & RECOGNITION

- **Forbes 30 Under 30 Honoree (2021)**
- **Vogue Business 100 Innovators Honoree (2023)**
- **Dazed 100 Honoree (2020)**

KEY PROJECT

B2C Market Expansion Strategy for UK Manufacturing Company

Central Saint Martins – MBA Program (2024)

- Conducted an in-depth market analysis to identify target consumer segments and growth opportunities for a UK-based manufacturing company.
- Developed a go-to-market (GTM) strategy leveraging digital marketing, performance advertising, and omnichannel outreach.
- Recommended customer acquisition and retention tactics, including personalized email marketing and paid social media campaigns.
- Designed a comprehensive brand positioning framework to differentiate the company's B2C offering from competitors.
- Presented data-driven solutions to company executives, providing actionable insights that aligned with their business goals.