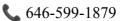
SHELBY IVEY CHRISTIE

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

Seattle, Washington March 2021 – Dec 2023

Senior Manager of Product Marketing

- 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%.

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

1 Amocated ad budgets efficiently, reducing cost per acquisition (C171) by 1070

• 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

Master of Business Administration | Business Administration

London, United Kingdom
In Progress

NORTH CAROLINA A&T STATE UNIVERSITY

Bachelor of Liberal Arts | Liberal Arts

North Carolina, USA

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.