

KATHLEEN CHAPLICK

EMAIL MARKETING MANAGER

CONTACT



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SKILLS

- PROFESSIONAL
 - Executive Presentations
 - Competitive Market Positioning
 - Account Management
 - Client Needs Assessment
 - Project Management
 - Leadership
 - Marketing Strategy
 - Audience Management
 - Data Analysis/Visualization
 - Social Media Marketing
 - Content Development
- TECHNICAL/SOFTWARE
 - ESPs
 - Salesforce, Eloqua, Sailthru, Bronto, Constant Contact, Informz, MailChimp
 - Analytics
 - Qlik Sense, Tableau, Google Analytics, Omniture, Facebook Analytics,
 - CMS
 - Drupal, Wordpress, Hubspot
 - Programming
 - HTML, CSS, SQL, Python
 - Social
 - Hootsuite, Twitter, Facebook, Instagram, Facebook Business Manager, Facebook Audience Insights
 - Salesforce CRM
 - JIRA

EDUCATION

BACHELOR OF ARTS || LITERATURE
RAMAPO COLLEGE || 2010-2014

PROFESSIONAL EXPERIENCE

EMAIL MARKETING MANAGER

Fanatics (NFLShop.com, NHLShop.com) || Jan 2018 – Present

Fanatics is an e-commerce company focused on sports apparel and memorabilia across its owned sites, as well as partner sites such as NFLShop.com.

- Responsible for the successful development, execution, and analysis of all email marketing campaigns for four e-commerce websites.
- Develop and maintain lifecycle flows that support new user onboarding, reengagement of lapsed users, and conversion of active users through the use of triggered, behavioral series, and dynamic marketing campaigns.
- Responsible for program optimization and improvement of key performance indicators through multivariate and A/B testing.
- Manage Email Marketing Coordinator and Intern direct reports.

EMAIL MARKETING SPECIALIST

Comoto Holdings (Cycle Gear/Revzilla) || Dec 2016 – Jan 2018

Comoto Holdings is the parent company of several brands specializing in motorcycle apparel, accessories, and parts. Revzilla is an e-commerce site catering to high-end moto enthusiasts. Cycle Gear spans both e-commerce and brick and mortar, appealing to a budget-conscious customer base.

- Created monthly promotional calendars in collaboration with stakeholders to align customer demand and overall business needs.
- Leveraged the use of segmentation, personalized recommendations, dynamic content, and behavioral data to create a unique email experience for all users.
- Collaborated with design to create new mobile-first email templates that resulted in a 17% increase in CTR and 10% increase in conversions.
- Implemented a 3-part Welcome series that increased revenue by 300% YoY.
- Achieved 164% revenue growth on Black Friday and 95% on Cyber Monday YoY.
- Utilized Qlik and Google Analytics to create presentations for weekly and quarterly reporting for senior management.
- Prepared email creative briefs containing copy points, subject lines, imagery/products, creative direction, links, and disclaimers.
- Collaborated with Social and Site Merchandising teams to create a cross-channel customer journey strategy.

MARKETING ASSOCIATE

Association Headquarters || Nov 2015 – Dec 2016

Association Headquarters is a professional services firm composed of four main divisions that specialize in non-profit management.

- Managed multiple clients across various industries, providing marketing services such as Social and Email marketing, Content Development, and Marketing Strategy.
- Lead weekly client calls to review performance and business goals.
- Prepared and executed sales presentation for marketing services that generated \$75k in new business revenue.
- Oversaw the implementation of a new ESP (Informz) across all clients and onboarded all members of the marketing team.
- Transitioned all client Facebook accounts to Facebook Business Manager and onboarded all member of the marketing team.