

LUZ RAMIREZ

CRM MARKETING SPECIALIST

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TECHNOLOGY & SKILLS

Sailthru, Magento, Carnival, Dreamweaver, Photoshop, Litmus, InMotion, Asana, SQL, Excel, HTML, CSS, Responsive Email Coding and Templating Languages

EXPERIENCE

Birchbox

CRM MARKETING MANAGER | July 2015 - Present

- Manage the Shop email and push marketing programs, which account for 30% of monthly revenue for our online and brick-and-mortar shops. Responsible for converting box subscribers into Shop customers through campaigns and triggers that meet brand and product requirements.
- Code and QA all Shop campaigns focusing on cross-platform compatibility, fit with the Birchbox voice, and compliance with creative, legal, and partner requirements.
- Monitor and report revenue, conversion, and engagement KPIs to stakeholders using them to improve current and future programs and develop our targeting strategy. Run monthly revenue projections using them to make improvements to future campaigns.

EMAIL MARKETING ASSOCIATE | August 2014 - July 2015

- Developed an internal template library to modernize emails into a responsive, reusable format.
- Produced and QA'd ~35 emails each month for Birchbox, Birchbox Man, and Birchbox Canada.
- Managed the production, delivery, reporting and data driven optimizations of 12 monthly email programs that were responsible for 10% of the CRM monthly goal.

SRSsoft

DIGITAL MARKETING SPECIALIST | December 2012 - August 2014

- Managed email marketing program including planning, targeting, coding, testing, deployment, and reporting on campaign effectiveness by tracking user behavior, deliverability, click-through, and open rates.
- Worked with creative team to produce copy and visuals to maximize recipient engagement.

M5 Networks

EVENTS AND MARKETING COORDINATOR | May 2010 – Feb 2012

- Wrote copy, coded, and sent all promotional and customer training emails.
- Researched, planned, and executed all aspects of the company's sponsorship of 30 annual industry trade shows. Coordinated details such as pricing, booth logistics, lead generation, and advertising of presence.

EDUCATION

Rochester Institute of Technology | 2006-2010

MARKETING/ADVERTISING (B.S.)