

EXPERIENCE

Digital Marketing Consultant (Freelance) | October 2021 – Present

Clients include Mindful in Practice and the Korean American Special Education Center (KASEC)

- Serve as a strategic marketing and digital partner to mission-driven organizations, advising on brand positioning, customer communications, and integrated strategies across email, web, social media, and print to create cohesive omnichannel experiences.
- Built and launched a client's email marketing program from the ground up, implementing Mailchimp, designing subscriber journeys, and establishing ongoing communications to drive engagement and event promotion.
- Lead marketing strategy and execution for workshops, events, book launches, and community initiatives, developing integrated campaigns across email, website, social media, and print collateral.
- Conducted a full website audit and optimization for a bilingual (English/Korean) nonprofit WordPress site, improving navigation, mobile responsiveness, and page layouts, and streamlining registration and payment into a single form.
- Expanded program and resource content, including a new Resources section with English and Korean digital flipbook guides, to improve accessibility for families and community members.
- Provide ongoing website maintenance and content updates, keeping client sites secure, current, and aligned with brand standards.
- Design and produce branded creative assets, including email campaigns, social graphics, landing pages, flyers, and promotional materials, pairing copywriting with visual design.
- Analyze campaign performance and audience engagement to refine strategy, and build scalable processes, templates, and workflows that support efficient planning and long-term growth.

Lilac St.

Sr. Marketing Manager | April 2023 - April 2026

- Owned lifecycle marketing strategy across email and SMS, building and optimizing end-to-end customer journeys including welcome, abandoned cart, post-purchase, win-back, cross-sell, re-engagement, and transactional automations to improve conversion, retention, and customer lifetime value.
- Developed high-performing email and SMS campaigns through strategic copywriting, audience segmentation, and continuous A/B testing of messaging, creative, offers, and customer journeys to improve engagement, conversion, and revenue.
- Led integrated go-to-market campaigns across email, SMS, influencer, organic social, paid media, and website, translating product launches and promotional initiatives into cohesive customer experiences.
- Owned the integrated marketing calendar, partnering with Creative, Product, Growth, Operations, and Customer Experience teams to successfully execute more than 29 cross-functional campaigns in one year.
- Developed go-to-market strategies for new product launches by creating product positioning, educational content, creator partnerships, and cross-channel marketing campaigns that resulted in multiple complete product sell-outs.
- Built and launched TikTok Shop as a new revenue channel, developing product merchandising, affiliate recruitment strategies, creator content pipelines, and scalable operational processes to support long-term growth.
- Expanded and managed the creator and affiliate ecosystem, partnering with influencers to produce user-generated content, paid creative assets, and marketing campaigns across organic and performance channels.
- Improved lifecycle performance through segmentation, automation enhancements, and customer journey optimization, contributing to an 18% increase in email and SMS revenue during Black Friday/Cyber Monday.
- Partnered closely with Creative leadership to shape brand messaging, campaign storytelling, and creative direction across digital marketing channels while ensuring a consistent customer experience.
- Analyzed campaign performance and customer insights, presenting strategic recommendations to leadership to optimize future marketing initiatives, strengthen customer retention, and improve business performance.
- Established cross-functional planning cadences and led recurring campaign planning meetings across Creative, Product, Growth, and Operations teams, developing scalable templates and processes that improved communication, increased accountability, reduced ambiguity, and streamlined campaign execution.

Pattern Brands

Lifecycle Marketing Manager | July 2021 - April 2023

- Led lifecycle marketing strategy across a portfolio of direct-to-consumer home and lifestyle brands, including Pattern Brands, Open Spaces, GIR, Letterfolk, Yield, and Poketo developing scalable email and SMS programs that supported customer acquisition, engagement, and retention.
- Managed Klaviyo onboarding and lifecycle strategy for newly acquired brands, building scalable lifecycle programs, automations, segmentation strategies, and evergreen campaigns that established a consistent customer experience.

across the portfolio.

- Led enterprise migrations from Iterable to Klaviyo and Attentive to Klaviyo, partnering cross-functionally to ensure seamless platform transitions while preserving customer experience and marketing performance.
- Developed lifecycle marketing roadmaps, promotional strategies, and campaign calendars, partnering with Brand Marketing, Creative, Growth, and Revenue Operations teams to align marketing initiatives with business objectives.
- Built repeatable processes, templates, and content frameworks that standardized email production and enabled efficient campaign execution across multiple brands simultaneously.
- Managed and mentored the Lifecycle Marketing team, prioritizing workloads, reviewing deliverables, and supporting the successful execution of campaigns, automations, and cross-functional initiatives.
- Designed and optimized automated customer journeys, including onboarding, retention, and re-engagement flows, using audience segmentation, A/B testing, and performance insights to continually improve lifecycle performance.
- Managed relationships with external agencies and contractors, coordinating deliverables and ensuring projects remained aligned with campaign goals and timelines.
- Analyzed campaign performance and presented insights and strategic recommendations to stakeholders across Brand Marketing, Growth, Creative, and Revenue Operations to inform future marketing initiatives.

Kate McLeod

Email & SMS Consultant | September 2022 - January 2023

- Partnered with the Growth and Marketing teams to optimize lifecycle marketing strategy across email and SMS in preparation for the 2022 Black Friday/Cyber Monday season.
- Redesigned lifecycle automations and customer journeys to support the implementation of Wunderkind, integrating email flows, pop-ups, and customer capture strategies to convert anonymous website visitors into known subscribers.
- Developed and optimized automated email and SMS campaigns, audience segmentation strategies, and A/B testing plans to improve engagement, conversion, and overall lifecycle performance.
- Planned and executed an aggressive Black Friday/Cyber Monday campaign strategy that contributed to a 10% increase in email and SMS revenue compared to the previous year.
- Created SMS product launch campaigns, teaser messaging, and early-access acquisition strategies to grow subscriber engagement and drive product launches.
- Partnered cross-functionally with internal stakeholders and external agency partners to align lifecycle marketing initiatives with brand strategy, creative direction, and customer experience.

Meyer Corporation

Sr. Digital Marketing Coordinator | May 2016 - July 2021

- Managed integrated digital marketing initiatives across a portfolio of nationally recognized consumer brands, including Anolon, Circulon, Farberware, KitchenAid, Ayesha Curry, Rachael Ray, and [PotsandPans.com](#), ensuring consistent brand messaging across multiple channels.
- Planned and executed cross-channel marketing campaigns spanning email, SMS, social media, website content, influencer partnerships, PR, and digital advertising support to drive brand awareness and customer engagement.
- Owned content planning and marketing calendars across multiple brands, coordinating with Brand Marketing, Ecommerce, Creative, Product, and external agency partners to deliver campaigns aligned with business priorities.
- Developed and managed email and SMS marketing programs, analyzing campaign performance, reporting on key performance indicators, and recommending optimizations to improve customer engagement.
- Oversaw digital content creation across websites, blogs, social media, video, promotional assets, and marketing collateral, partnering with creative teams to ensure cohesive storytelling and brand consistency.
- Managed relationships with PR, influencer, SEM, and creative agencies, coordinating deliverables and ensuring projects aligned with campaign objectives and launch timelines.
- Conducted competitive research and consumer trend analysis to identify best practices, inform marketing strategy, and improve campaign performance across the brand portfolio.
- Represented Meyer Corporation at industry events and brand activations, including the New York City Wine & Food Festival, supporting event execution, consumer engagement, and brand storytelling.
- Managed online community engagement and customer support across social media platforms, strengthening customer relationships and surfacing consumer insights to internal stakeholders.
- Served as a cross-functional marketing generalist, supporting emerging business needs across digital marketing, ecommerce, content strategy, events, PR, customer engagement, and creative production in a fast-paced consumer goods environment.

EDUCATION

University of California, Davis

Bachelor of Arts, Communication with a minor in Textiles & Clothing for Marketing and Advertising

SKILLS AND COMPETENCIES

Klaviyo, Attentive, Mailchimp, Google Analytics, Shopify, WordPress, Canva, Figma, Asana, [Retention.com](#), Stamped Loyalty