

Senior Email Marketing Manager Profile

A customer-focused and execution-oriented leader with an innovative approach and broad exposure to marketing, process automation, business operations, project management, creative design, and team leadership.

"Shoutout to Tim who has been going above and beyond working closely with me, PMM, and UX Research on several urgent customer communications and program initiatives. What I appreciate most is how easy it is to work with him because of his excellent (and proactive) communication. Thank you for being such an awesome cross-functional partner and for helping us get it all done!"

**Amani B, UX Research Lead,
Activtrak**

Highly experienced in managing all areas of email marketing, including development, CRM management, marketing automation, copywriting and editing, email template design, and customized strategic planning with an emphasis on boosting customer engagement and incremental sales. Well-developed competencies in navigating market challenges, targeting businesses for new revenue streams, and managing/servicing a large client base. Experienced designer and developer with expertise in email, websites/landing pages (using HTML, CSS, PHP, JavaScript, and Liquid), marketing materials, logos, packaging, and print materials. Skilled in interpreting client needs in diverse industries (SaaS, manufacturing, retail, and non-profit) to deliver client-centric results. Adept at introducing up-to-date technology solutions and industry best practices to improve operational efficiency and team productivity. Technical problem solver, ready to take on leadership of a cross-functional team and provide coaching, oversight, and collaborative support for quick problem resolution. A collaborative team leader with proven aptitude to utilize a hands-off, empowering approach and trust team members to excel within their skill sets while pushing boundaries to achieve desired results. Exceptional communication skills with capability to clearly articulate information and influence data-driven business decisions.

- Implemented new email templates, resulting in a reduction in unsubscribe rate from 0.2% to 0.05% (SaaS Benchmark unsubscribe rate - 0.19%).
- Drove \$620K+ of new ARR via email and \$131K+ of new ARR via in-app messaging (Intercom) between June 2023 and August 2023.
- Created a customer onboarding nurture, which achieved increases of 105% in open rate, 4721% in click rate, and 2242% in click-to-open rate for a SaaS client.
- Led agency account team for Live Nation New England's Ticket Club email program "Friends of Jimmy", driving estimated ticket sales of \$400K+ in 2018-2019 and \$300K between 2019-22 as Marketing Automation Manager.

Professional Experience

2024 to Present • **ActivTrak** • **Senior Email Marketing Manager** • Remote

Promoted for continued technical and cross-functional programmatic leadership of ActivTrak's email marketing program. Supporting revenue/pipeline goals and product initiatives. Developed nurtures that contributed to a sales team increase on deal close rate (2.1%).

- Developed and strategized communications that helped increase email ARR by more than \$200k YoY and by more than \$400k via in product channels
- Onboarded a new interactive webinar platform (On24) that increased ARR more than \$150,000 in 2025

2022 to 2024 • **ActivTrak** • **Email Marketing Manager** • Remote

Managed email marketing program, including writing and editing email content. Mastered Marketo to introduce email templates and innovative personalization strategies. Contributed to navigating new market challenges, such as reductions in spending, more targeted account-based marketing strategies, and expansion of ideal customer profile from small businesses to mid-market and enterprise customers. Supported scaling efforts across business units, aligning with increased demand to optimize operational efficiency.

- Assumed full ownership of outbound communication responsibilities in Intercom and played an instrumental role in achieving \$675K in ARR through email platforms and an additional \$150K in ARR via in-app messaging between June 2023 and December 2023.
- Developed and implemented a dynamic content process in Marketo, resulting in time savings of up to 3 hours per email build across 12-16 emails per month.
 - Replaced the previous practice of constructing separate emails for each database segment. Developed a code library and updated email templates to allow for dynamic content within current HTML email template library.
- Created a velocity scripting tokens in Marketo to aid in webinar email creation by personalizing content based on webinar poll responses to save the lifecycle marketing team 2-3 hours in email creation across 2-3 webinars a month.

2019 to 2022 • **GO** • **Marketing Automation Manager** • Hybrid (Hartford, CT and Remote)

Managed ongoing marketing automation retainer work, including email automation and marketing, chatbots, CRM automation, lead routing, and more. Functioned as a creative and technical leader of a growing Marketing Automation department, managing 2-3 designers, copywriters, and coders on each client team. Streamlined and handled client-related activities by serving as a client-facing contact and strategist.

- Onboarded the marketing automation line of business from the ground up while collaborating with the interactive team, agency leadership, and sales teams for process understanding. Worked with diverse teams to develop new procedures, manage reporting, and design automation workflows.
- Established and expanded the marketing automation program from 1 client to managing 9-10 clients. Built a new revenue stream and enabled GO to sell to businesses seeking automation services (previously unoffered).
 - Contributed to the company's service portfolio expansion, which resulted in the generation of \$150K in new service business within first 3 years while serving as a leader of the department and overseeing the agency's relationships with 12 clients.
- Achieved exceptional results for a gym membership software client (Case study: thisistimsresume.com/creating-leads-for-a-software-company), including increases of 105% in open rate, 4700% in click rate, and 2200% in click-to-open rate.

2018 to 2019 • **GO • Interactive Designer • Hybrid** (Hartford, CT and Remote)

Served as GO's first dedicated interactive designer to manage client websites and digital/web design work while reporting to the Interactive Director. Recognized for excellent performance within the assigned areas and promoted to Marketing Automation Manager position. Onboarded GO's marketing automation department and email development /design services while learning to work as a strategist and lead developer.

- Played a key role in doubling the agency's size in just 2 years by enabling the agency to offer WordPress in addition to the Concrete CMS platform.
- Managed the Live Nation New England ticket program "Friends of Jimmy," which generated \$150K+ in ticket sales per year through email marketing.

2016 to 2020 • **Loxley + Leaf • Owner and Creative Director • Cromwell, CT**

Co-founded and managed an e-commerce candle business from the ground up. Headed the design and implementation of e-commerce website and oversaw supply chain operations, manufacturing, marketing, and branded packaging materials. Developed Shopify website using liquid code, including wholesaler portal, transactional emails, and photography.

- Performed in-person sales activities and led email marketing efforts, contributing to 30% of sales and achieving \$30K in revenue before the pandemic.

2015 to 2018 • **Dornenburg Kallenbach Advertising • Web and Graphic Designer • Bloomfield, CT**

Operated as lead web designer and developer with occasional responsibilities in print and branding design. Completed projects and retainer work for prominent Connecticut non-profits, municipalities, the State of Connecticut, and small to medium-sized enterprises. Became primary web designer/developer shortly after starting and quoted WordPress and PHP projects with an emphasis on meeting client demands.

- Managed the development of \$250K+ in website projects.
- Delivered email marketing services and oversaw client accounts with 100K subscribers, including non-profits, such as Hartford Symphony Orchestra.

Additional Experience

Freelance Designer and Marketer: Developed websites, emails, photography, and marketing materials for local businesses. Managed and completed multiple design and development projects for small businesses.

"Tim is a different type of marketer - kind of a unicorn because he is able to support our clients with strategy, development, design and copywriting."

Chad T, CEO, GO

"Shoutout to Tim, who 'casually' gets the job done fast while raising the bar, asking questions, and ensuring all angles are covered. Your work and contribution is always very appreciated."

Daniel G, Director of Product Marketing, ActivTrak

"Cheers to Tim and Megan for their excellent work promoting the LMS. As one of many examples: this morning's expertly targeted emails drove a 50% increase in customer activity in the portal."

Sarah A. Productivity Lab Manager, ActivTrak

EDUCATION

Bachelor of Arts in Music and Sound Recording, University of New Haven

CERTIFICATIONS

Adobe Certified Professional - Marketo Engage Business Practitioner,
SharpSpring Certified User, SharpSpring Advanced Certified User
HubSpot Certified: Email Marketing, Inbound Marketing, Content Marketing

COMMUNITY INVOLVEMENTS

Connecticut Art Directors Club – Board (2018-2020)
Connecticut Art Directors Club Gold Award
Ad Club of Connecticut Pencil Award Winner

TECHNICAL SKILLS

HTML/CSS, Adobe Creative Suite, Sketch, SharpSpring, Zapier, WordPress, Shopify, PHP, JavaScript, Liquid, HubSpot, Salesforce, Salesforce Marketing Cloud, Marketo, Most Major ESPs, Google Looker Studio, Concrete CMS, Velocity Script and Intercom