

# MEREDITH DARLING

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## PROFESSIONAL EXPERIENCE

### CRM Manager, Transactional Communications

Vrbo, part of Expedia Group | *December 2020 - present*

- Created Vrbo's first CRM Governance, a framework that informs how the decision is made to send (or not send) a traveler communication.
- All new communications are vetted by me against governance, ensuring coordination and transparency across all teams and, most importantly, value to the traveler.
- Currently auditing every phase of the customer journey: email, push, SMS (all transactional and promotional) as well as site, working closely with product marketing, product, CRM, and martech to prioritize and implement changes.

### Senior Global Email Marketing Specialist

Vrbo, part of Expedia Group | *September 2019 - December 2020*

- Represented the CRM email channel within the global partner marketing program. My focus was on acquisition and retention plus overall adhoc strategy.
- Built, and continued to optimize, complex lifecycle campaigns to increase new listings, reactivations, and product conversion.
- Revised the program's reporting approach to focus on unique conversions vs. total email sends.
- Performed numerous A/B tests, with one winner resulting in \$1.1M in net profit (adjusted for MC). Used wins like these to build other data driven business cases to drive product alignment and marketing alignment.
- Revamped the email team process, creating efficiencies with templates, versioning, and stakeholder management.
- Supported Vrbo's global rebrand with communications and template updates.
- Worked closely with creative and marketing teams globally to ensure communication relevancy in each market.
- Assisted in ESP migration from Eloqua to Marketo.
- Other duties included reporting weekly on email performance against OKRs, prioritizing/managing marketing requests, working with product and tech teams to drive segmentation, and identifying/launching new opportunities in the partner program.

### Senior Marketing Manager

KEY | *May 2018 - August 2019*

- Was solely responsible for all aspects of marketing, from email growth and strategy, site content creation, web branding/landing pages, and overall customer experience.
- Built all email lifecycles including lead nurturing, cart/search abandon, we miss you, adhoc campaigns, etc. with fully dynamic content and exhaustive decision splits.
- Reacting to customer actions, redesigned the email journeys based on site behavior, email engagement, and behavior, and engagement, resulting in a 26% increase in landing page conversion.
- Migrated ESP from Pardot to Salesforce Marketing Cloud.

### Senior Account Executive

Drumroll | *May 2015 - April 2018*

- Managed global email for Microsoft Store and Windows Store, focusing on lifecycles/triggers, segmentation, testing, product launches, and large-scale seasonal campaigns.
- Redesigned nearly every program, focusing on post-purchase lifecycles to spike customer engagement and brand loyalty such as welcome, we miss you, cart abandon, browse abandon, and post-purchase lifecycle.
- Created segmentation and list strategy (integrity, health), focusing on engagement and purchase behavior.
- Directly managed two Account Executives.
- Developed a tool of email templates in SFMC, allowing international markets to self-support.

### Interactive Manager

MOSAK Advertising & Insights | *December 2013 - April 2015*

- Ran the Interactive Department (web, email, SEM, etc.), a team of four developers and content strategists.
- Coded, tested, and deployed emails using responsive design.
- Created strategy and launch plans for a variety of online advertising formats like Facebook Ads and Google AdWords.

### Social Media Support Specialist

Harte-Hanks | *April 2013 - November 2013*

- Monitored social media for Samsung and MLB.TV brands.

### Social Media Manager

Social Media Delivered | *July 2011 - January 2013*

- Full scope management of clients' social accounts.

### Dallas Regional Manager

Brushfire, Inc. | *February 2010 - October 2011*

- Government contract analysis and lead research.
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## EDUCATION

University of Texas at Dallas

*B.A. Business Administration, 2009*

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## TOOLS/KNOWLEDGE

CAN-SPAM, CASL, GDPR, Salesforce Marketing Cloud, Eloqua, Pardot, Mailchimp/Mandrill, HTML, CSS, WordPress, Adobe Suite (Photoshop, Dreamweaver, Illustrator, InDesign), advanced Excel and Office, Movable Ink, Persado, Litmus, Email on Acid, Tableau, Google Analytics, Mode.

Familiar with (and eager to learn more): SQL, AMPscript.

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## CONTACT

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