

MEREDITH DARLING

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SENIOR LEADER - CRM + LIFECYCLE

DEVELOPING INNOVATIVE CRM PROGRAMS TO INCREASE ENGAGEMENT, ADOPTION, RETENTION, AND SUCCESS.

Influential leader with a reputation for strategic guidance that unlocks customer-centric communication and streamlines the customer journey across email, SMS, push, and on-app/site. Earned recognition for driving transformational change and measurable ROI by building processes, advancing technologies, personalizing campaigns, and via a deep understanding of data. Empathetic communicator skilled at establishing rapport across cultures, nurturing collaborative relationships, and galvanizing teams toward common goals.

KEY STRENGTHS

CRM Strategy ▪ Lifecycle Marketing ▪ Program Development ▪ Metrics + Reporting ▪ Team Leadership ▪ Digital Strategy
Customer Lifetime Value ▪ Advanced Testing Methodologies ▪ Data Analytics + Mining ▪ Automation ▪ Customer Insights
Email Marketing ▪ eCommerce ▪ Push + SMS Marketing ▪ Business Strategy ▪ Cross-functional Collaboration
Project Management ▪ Subscriptions ▪ KPIs ▪ Channel Growth ▪ Omnichannel Focus

PROFESSIONAL EXPERIENCE

GOORIN BROS. | Remote | March 2021 - April 2023

Head of CRM

Created the CRM strategy to drive acquisition, customer lifetime value, and retention. Passionate about creating roadmaps of customer journey experiences across key moments in the customer lifecycle spanning email, SMS, push marketing. Managed projects, including automations, insight analysis, intelligent mining, and testing to optimize performance, personalization, and engagement. Continually analyzed CRM funnel KPIs to identify opportunities to optimize pre and post click experiences.

- Oversaw a CRM team, leveraging *customer segments and analytics to personalize* communications. **Increased repeats 48% YoY.**
- Directed *digital merchandising*, website management, traffic, and ecommerce sales working closely with Supply Chain team to allocate inventory across stores, website, and app. Migrated POS system to Shopify with no site disruption.
- Drove channel growth by spearheading a large project, owning testing, integrations, and communication to launch the company's first app, focused on exclusive drops and easy ordering. Captured **75% of new release sales within the first 2 weeks.**
- Designed and implemented a *new CRM channel* (SMS) which quickly became the **largest online revenue producer** (31%).
- **Reduced email and SMS opt-out rate by 59%** through dynamic, personalized content development, segmentation, and hyper-targeted communication.
- **Increased net AOV by 58.4%** for first-time customers by launching an innovative Try Before You Buy Program.

VRBO, PART OF EXPEDIA GROUP | Austin, TX | September 2019 - February 2021

CRM Manager of Transactional Communication (December 2020 - February 2021)

Built overall strategy to enhance communication and streamline the customer journey. Worked cross-functionally to design and deliver CRM initiatives critical to business growth and customer adoption and retention. Built segments, KPIs and analysis to identify unique opportunities and remove friction across the customer journey.

- Created *Vrbo's first CRM Governance program* leveraging analytics and insights to enhance communication.
- **Analyzed the customer journey** (email, push, SMS, site) and worked with cross-functional teams (product marketing, product, CRM, MarTech) to prioritize and implement improvements.

Senior Global Email Marketing (September 2019 - December 2020)

Managed marketing communication strategies within the CRM email channel to drive acquisition and retention while increasing new listings and product conversion. Leveraged analytics and reporting to optimize email performance, drive segmentation, and identify and launch new opportunities in the partner program.

- Increased new listing conversion by **149%+ (\$2M+ in revenue)** by leading an email marketing acquisition test.
- Designed and analyzed a hidden listing reactivation cycle to increase re-listing conversion and deliver personalized partner experience, driving a predicted **\$1.7M in incremental value.**
- Applied strategies and testing across 15+ markets across the globe.

KEY | Austin, TX | May 2018 - August 2019

Head of Marketing

Created data-driven digital marketing campaigns, including email, content creation, website and landing pages, branding, and customer experience. Collaborated with Product team to create new IP, leveraging data, insights, UX design, and messaging to streamline the customer journey. Reported actionable insights to executives and investors.

- Increased **landing page conversion 26%** by redesigning the email marketing CRM journey and segmentation strategy.
- Created numerous email lifecycles to **acquire new leads and maximize value** within current accounts.
- Migrated email service provider from Pardot to Salesforce Marketing Cloud, enabling the design of **dynamic content** to streamline each phase of the customer journey.

DRUMROLL | Austin, TX | May 2015 - April 2018

Senior Account Executive

Managed, strategized, and analyzed email campaigns for global Microsoft Stores and Windows Store CRM promotional efforts, automations, triggers, and custom landing pages. Developed promotional email strategy, revenue forecasting, and editorial plans, layering in target audience strategy with testing objectives and KPI optimization. Created segmentation and list strategy plans based on engagement and purchasing behavior. Oversaw a team of 2 Account Executives.

- Drove **segmentation within the Microsoft Store** to target different areas of the shopping funnel; analyzed 120 insightful data points (email opens and clicks, purchases, categories, time, location, channel, etc.) to uncover new opportunities.
- Delivered the best-performing post-purchase CRM series for the Microsoft Store with a **130% increase in OR** and **254% increase in CTR** by working collaboratively to create custom video and email content.
- Boosted customer engagement and brand loyalty by redesigning several CRM email initiatives, including welcome path, we miss you, cart abandon, browse abandon, and post-purchase lifecycle, including automation logic.

MOSAK ADVERTISING + INSIGHTS | Austin, TX | December 2013 - April 2015

Interactive Manager

Directed business strategy for web, email, SEM, and more, leading a team of 4 (developers, content strategist, digital advertising specialist) to maximize customer acquisition, ROI, and revenue growth. Coded, tested, and deployed email campaigns using responsive design. Created interactive web content to enhance the strategic marketing plan.

- Advanced **new website and development projects** by developing interactive site architecture and programming code.
- Increased revenue by managing **go-to-market strategies and launch plans** for Facebook Ads and Google AdWords.

SOCIAL MEDIA DELIVERED | Austin, TX | July 2011 - January 2013

Social Media Manager

Developed, analyzed, and continually improved social media strategies to drive acquisition and growth.

- Served as **trusted advisor and consultant** delivering social media strategies to a portfolio of B2C and B2B clients.
- Improved company policies and procedures by leading a **process improvement project**.

EDUCATION

Bachelor of Business Administration | UNIVERSITY OF TEXAS AT DALLAS

Certificates | Klaviyo Deliverability, Klaviyo Developer, Klaviyo Product, Klaviyo SMS Strategy, Iterable Foundations, Google Analytics 4, Google Ads - Apps, Google Ads - Measurement, Google Mobile Experience, Google AI-Powered Performance Ads, Mailchimp Foundations, Mailchimp Email Marketing, Mailchimp Email Automations

TECHNOLOGY

Salesforce Marketing Cloud | Klaviyo | Eloqua | Pardot | Mailchimp/Mandrill | Shopify Plus | Attentive | Tapcart | Stamped.io
Adobe Suite (Photoshop, Dreamweaver, Illustrator, InDesign) | Advanced Excel | Movable Ink | Persado | Social Snowball
Grin | Zendesk | Appsflyer | Nosto | Fresh Relevance | VWO | HTML | CSS | WordPress | Litmus | Figma
Tableau | Google Analytics | Looker | Firebase | Mode | TryNow | CAN-SPAM | CASL | GDPR | SQL | AMPscript