

Liz Bordonaro

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Expertise

Email & SMS Marketing
Deliverability
Personalization
Automation
A/B Testing & Innovation
Analytics & Reporting
Content Development
Project Management
Strategic Planning
Site Design & Administration
SEO & SEM

Technology

HTML, CSS, JS, Adobe

Software Experience

Shopify | Commerce V3 | Magento
MarketLive | Act-On | Klaviyo
Bronto (Oracle NetSuite)
Google Analytics | AdWords
Data Studio | Tag Manager
Search Console | Monetate
Yotpo | BazaarVoice

Certifications

[Klaviyo Product Certification](#)

[Klaviyo SMS Certification](#)

[Google Analytics IQ](#)

[Bronto Certified Specialist](#)

Education

BS, Business Management
University of Phoenix, 2009

Experience & Accomplishments

Better Choice Company, *Email Marketing Manager* (2019–2022)

Own email channel driving retention, subscription, and acquisition avenues for DTC in the pet food industry, **increasing email-owned revenue to 36%** and **increasing sender score to 99**.

- » Implemented **engagement targeting** to improve 30-day average open rate from 12% to **29%**.
- » Created API-driven and segment-based automation to **increase flow performance 398%**.
- » Improved IP and domain reputation health by developing strategies to **beat best-in-class deliverability performance**: bounce rate (**0.26%**), spam complaint rate (**0.003%**), and unsubscribe rate (**0.029%**).

DNA Diagnostics Center, *eCommerce Manager* (2017–2019)

Lead the execution of experience across all websites with primary responsibility of creating the **optimal user experience** to drive a **conversion lift from online leads of 19%**.

- » Managed 200+ websites, with conversion efforts focused both online and via phone.
- » Created **local SEO strategy**, increasing lab traffic, site visits and phone calls for country, state and city landing pages by **233%**.
- » **Increased funnel progression and sales leads 64%** through site testing on the pdp and cart on multiple sites.

LEM Products, *eCommerce Manager* (2013–2017)

Responsible for devising full site strategy, roadmap, and tactical execution. **Drove 132% revenue and 106% traffic growth.**

- » Redesigned website to responsive technology to create a seamless experience regardless of channel, refreshed aesthetic and simplified navigation. **Increased conversion 29%, reduced total abandonment 11%, increased mobile transactions 959% and improved user engagement.**
- » **Built seven-figure email program** leveraging data segmentation, automation and predictive intelligence.
- » Responsible for site analytics and testing to drive growth for KPIs. **Drove 15% improvement in site conversion and 6% in average order value** through targeting and personalization.
- » Launched SEO site optimization, SEM and social strategies to spur customer acquisition. **Increased organic traffic 30%, paid traffic 227% and social referrals 404%.**

Alpine Valley Water, *Director of eCommerce* (2012–2013)

Totes Isotoner, *Associate Content Manager* (2007–2012)

Awards & Affiliations

2021 One of The Top 10's for A/B Testing Klaviyo
2015 Most Self Reliant (nominated) Monetate
2015, 2014 Customer Champions Member Monetate
2015, 2014 Product Advisory Board Member Bronto
2014 Best Holiday Plan Bronto
2012 Ken Burke Award of Excellence MarketLive
2011 Top Performer/Highest Engagement MarketLive