

LIZ BORDONARO

Liberty Township, OH | (513) 225-8064 | elizabeth.bordonaro@yahoo.com | linkedin.com/in/elizabethbordonaro

Seasoned CRM Professional | Senior Marketing Manager

PROFESSIONAL SUMMARY

Data-driven Marketing Manager with 15+ years of success building, leading, and optimizing lifecycle and eCommerce channels for DTC brands, driving retention, subscription, and acquisition. In-depth knowledge of campaign management, lifecycle marketing, deliverability, and analytics. Confident in collaborating with senior leadership as well as working independently to create and manage operations. Dedicated to pixel-perfect communication, process optimization, and a culture of testing.

AREAS OF EXPERTISE

✓ Email, SMS, Push, IAM	✓ Automation	✓ Analytics & Reporting	✓ CRM
✓ Deliverability	✓ A/B & Multi-variate Testing	✓ Campaign Development	✓ Responsive Design
✓ Personalization	✓ HTML, CSS, Liquid	✓ Strategic Planning	✓ Project Management

CAREER HIGHLIGHTS

Operational Efficiency: Created and deployed a fully custom responsive templating system in Braze with considerations for both desktop and mobile plus light and dark modes, including Liquid logic to power dynamic personalization.

Program Automation: Leveraged Braze's Canvas capabilities to automate the experience orchestration of evergreen messaging to continually engage specific cross-market high-touch segments.

Thought Leadership: Consulted for other IXL brands (Education.com, Wyzant, Vocabulary.com, ABCya, and Teachers Pay Teachers), providing guidance and solutions for deliverability, design, strategy, tooling, migration, and data modeling.

Data Analysis: Built custom analytics dashboards to monitor/assess 9+ CRM programs with millions of email subscribers.

EXPERIENCE & ACCOMPLISHMENTS

Email Marketing Manager, *Rosetta Stone & Curiosity Media*, IXL Learning, Remote | March 2022 – Current

Owns app marketing channels (email, push, and in-app messaging), driving retention, subscription, and acquisition avenues for DTC and Enterprise & Education in the EdTech industry, increasing app marketing-owned revenue by 7%.

- Developed code base with engagement targeting to improve engagement metrics and protect deliverability for high-volume sending, scaling the infrastructure to power dynamic personalization across 7 languages and 4 currencies.
- Devised and executed full strategy test of the acquisition program, including frequency, cadence, copy, and design variants, increasing revenue per recipient by 5% while reducing unsubscribes per unique recipient by 52% and spam complaints per recipient by 54%.
- Created lead automation program using templating, tagging, and CMS to reduce risk, effort, maintenance, and time to go live, freeing 40% of time spent on the production of acquisition programs.

Email Marketing Manager, *TruDog & Halo*, Better Choice Company, Remote | July 2019 – January 2022

Led email and SMS channels 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 the 30-day average open rate from 12% to 29%.
- Created API-driven and segment-based automation to increase flow performance by 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%).

EXPERIENCE & ACCOMPLISHMENTS CONTINUED

eCommerce Manager, DNA Diagnostics Center, Fairfield, OH | January 2017 – July 2019

Spearheaded the digital experience across all DTC websites with the primary responsibility of creating the optimal user experience to drive a conversion lift from online leads of 19%.

- Optimized 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 by 64% through site testing of the PDP and cart on multiple sites.

eCommerce Manager, LEM Products, West Chester, OH | June 2013 – January 2017

Devised 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 by 29%, reduced total abandonment by 11%, increased mobile transactions by 959%, and improved user engagement.
- Built \$2M+ email program leveraging data segmentation, automation, and predictive intelligence.
- Drove a 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 by 30%, paid traffic by 227%, and social referrals by 404%.

Director of eCommerce, Alpine Valley Water, Cincinnati, OH | September 2012 – June 2013

Created overall business plan for eCommerce, doubling daily unique site visits, and increasing daily average orders by 60%.

Associate Content Manager, Totes Isotoner, Cincinnati, OH | 2007 – September 2012

Owned the development of web content and digital assets on a multi-branded global site, spearheading the content strategic initiatives to support overall division objectives for gross revenue growth of 29% YoY.

EDUCATION

Bachelor of Science, *Business Management*, University of Phoenix

CERTIFICATIONS

Braze Certified Digital Strategist | Exp 2028

Braze Certified Marketer | Exp 2028

Braze Certified Practitioner | Exp 2028

Braze Certification Email Deliverability | Exp 2028

Klaviyo Product Certification | Exp 2026

Klaviyo Deliverability Certification | Exp 2026

Klaviyo SMS Strategy Certification | Exp 2025

HubSpot Email Marketing Certified | Exp 2026

PLATFORM EXPERIENCE

Braze, Salesforce Marketing Cloud, SendGrid, GetResponse, Act-On, Klaviyo, Bronto (Oracle), Shopify, Commerce V3, Magento, MarketLive, MixPanel, SimonData, Google (Analytics, AdWords, Data Studio, Tag Manager), Fibery, Monetate, Yotpo, BazaarVoice, LoyaltyLion, Validity, Litmus, Adobe Photoshop, Figma, Miro, Jira, YesWare

AWARDS & AFFILIATIONS

Customer Champion, Braze | 2025, 2024, 2023, 2022

One of The Top 10's for A/B Testing, Klaviyo | 2021

Most Self Reliant (nominated), Monetate | 2015

Customer Champions Member, Monetate | 2015, 2014

Product Advisory Board Member, Bronto | 2015, 2014

Best Holiday Plan, Bronto | 2014

Ken Burke Award of Excellence, MarketLive | 2012

Top Performer/Highest Engagement, MarketLive | 2011