

Raenae Wann



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Aurora, CO 80013

ABOUT ME

Experienced marketer, designer, and developer with over 10 years in email marketing and 3 years in mobile marketing. Expertise in lifecycle marketing, customer journey strategy, channel mix optimization, audience segmentation, and automation. Proven track record of driving engagement and growth through data-driven campaigns and innovative marketing solutions.

MARKETING SKILLS

- Team Management
- Email, Push, and In-App
- Automation
- Lifecycle & Nurture
- Analytics & Reporting
- Transactional
- Deliverability

TECHNICAL SKILLS

- HTML5/CSS3
- SQL, RPL, AMPscript
- Liquid
- Customer Data Platform
- Photoshop & Figma
- API & FTP
- Adobe Experience Manager
- Wrike, JIRA, and Asana

EXPERIENCE

Director, Data & MarTech - Email Operations

Girl Scouts of the USA (GSUSA)

Remote

May 2022 - Present

- Lead a team of developers and support specialists to oversee the creation, execution, and management of nationwide GSUSA email operations.
- Develop and implement dynamic Email Design Systems (EDS) using Liquid syntax in Taxi for Email, enabling local councils and GSUSA departments to independently create campaigns while maintaining brand consistency and adhering to established email standards.
- Manage and maintain data model integration with Salesforce and Salesforce Marketing Cloud, ensuring seamless data flow and accuracy.
- Design and execute email campaigns in Journey Builder targeting leads and current customers, utilizing API integrations and daily data drops.
- Provide ongoing support and training to 110 councils on MarTech solutions for email marketing, including quarterly updates on industry trends, and offering in-depth training through step-by-step guides, webinars, and bi-weekly office hours.

Senior Lifecycle Marketing Manager

The Knot Worldwide

Remote

Oct 2021 - May 2022

- Led a team to design, optimize, and manage automated email campaigns for The Knot, WeddingWire, and The Bump.
- Monitored and optimized email performance using Salesforce Marketing Cloud and Validity (formerly Return Path).
- Collaborated with Product Marketing to develop and execute ad-hoc promotional campaigns.
- Managed daily imports and used SQL for audience segmentation and list creation.
- Worked with internal teams (Brand, Creative, Legal) to plan and launch newsletters and national email campaigns.

Lifecycle Marketing & Operations Manager

Sling TV

Englewood, CO

Jun 2018 - Oct 2021

- Led a team of Lifecycle Marketing Specialists to manage B2C campaign strategies for active users, former customers, and leads.
- Collaborated with Brand and Programming teams to develop content calendars for 360-degree campaign promotions and tune-in events.
- Created, maintained, and optimized automated drip campaigns and triggered messages within Salesforce Marketing Cloud and Swrve (for push and in-app messaging).
- Developed and maintained the Customer Data Platform (CDP) to enable seamless multi-channel marketing execution.
- Set OKRs and utilized Tableau and Adobe Analytics to track and analyze campaign KPIs and performance.
- Managed a comprehensive campaign report repository to inform future marketing strategies.

EDUCATION

University of Phoenix
Bachelor's Degree
Business Administration
2012

ACHIEVEMENTS

Volunteer of the Year - Nominee
DISH Network/Sling TV
2018

Email Deliverability Recognition
Validity (formerly Return Path)
2015

EXPERIENCE

Email Designer & Developer
DISH Network

Englewood, CO
Sept 2015 - Jun 2018

- Designed, developed, and deployed responsive email campaigns using Oracle Responsys.
- Created and managed A/B tests, drip campaigns, and transactional programs.
- Supported setup, maintenance, and troubleshooting of API feeds.
- Performed quality assurance on email campaigns, testing links, tracking, platform rendering, and list segmentation for accuracy.

Email Marketing Manager
Gaia (formerly Gaiam TV)

Boulder, CO
Mar 2014 - Sept 2015

- Managed the execution of all email communications and triggered campaigns within Oracle Responsys, coordinating the email send calendar across departments.
- Maintained optimized list segmentation and implemented lead generation processes, driving a 150% increase in conversions over the following year.
- Analyzed campaign performance, reporting on objectives, KPIs, and key trends to highlight successes and areas for improvement.

Web & Email Support
Constant Contact

Loveland, CO
Feb 2011 - Nov 2013

- Managed daily inbound call center volume by assisting customers with technical issues, billing support, general customer support, and business partner solutions.

VOLUNTEER

Troop Leader
Girl Scouts of Colorado

Aurora, CO
Mar 2024 - Present

Email Design & Development
Cifernoise Productions

Remote
Oct 2024 - Present

Email Design & Development
Conservatory of the Plains HOA

Aurora, CO
Apr 2021 - Sept 2022

Volunteer & Foster
Colorado Puppy Rescue

Aurora, CO
Feb 2020 - Oct 2021

Mentor 2.0
Big Brothers Big Sisters

Englewood, CO
Sept 2019 - May 2020

Volunteer & Foster
Animal Rescue of the Rockies

Anywhere, CO
Nov 2017 - Feb 2020

Web Developer & Designer
Helping Our Missing and Endangered

Anywhere, CO
Oct 2018 - Oct 2019

Web Developer & Designer
Bring Our Missing Home

Anywhere, CO
Jan 2018 - Oct 2018