

AIMEE CHICOINE

MARKETING MANAGER

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PROFILE

Results-oriented Digital Marketing professional with a proven track record in email marketing and e-commerce. Skilled in crafting engaging campaigns, optimizing customer journeys, and driving conversions. Seeking a Connecticut-based or remote role to apply my skills and contribute to a dynamic marketing team.

WORK EXPERIENCE

■ Email Marketing Manager 2022-2024

Eastern Mountain Sports / Bob's Stores, Meriden CT

- Spearheaded the strategy and execution of all email marketing and SMS campaigns for EMS, overseeing the entire process from brief development and proofing to editing, coding, testing, and scheduling for a 1.5 million-member subscriber list.
- Collaborated cross-functionally with graphic design, web merchandising, pricing, and buying teams to develop and implement high-converting, visually compelling email promotions that align with brand strategy and business objectives.
- Analyzed weekly campaign performance through key performance indicators (KPIs), generating actionable insights from A/B testing and deliverability metrics, and recommended optimizations to improve campaign effectiveness and customer engagement.
- Managed all email and SMS marketing campaigns for Eastern Mountain Sports and Bob's Stores by creating the email calendar with the Head of E-Commerce, A/B testing, segmenting and scheduling campaigns.

■ Email Marketing Coordinator 2018-2022

- Coordinated email marketing campaigns by briefing, proofing, editing, coding(HTML), and testing for quality assurance.
- Worked closely with graphic design, web merchant, pricing and buyer teams to create accurate and compelling email promotions.

■ Marketing Assistant 2017-2018

Hartford Wolf Pack - XL Center

- Updated and maintained content for the Hartford Wolf Pack and XL Center websites to increase visibility and enhance customer online experience.
- Developed and tracked online advertising campaigns including search, retargeting, and display.

EDUCATION

UNIVERSITY OF CONNECTICUT

2014 - 2017

- BS, Marketing
- The Student Leadership Challenge Workshop 2016
- Ceramics Club 2016
- GPA: 3.48 / 4.0

CERTIFICATIONS

- Google Digital Marketing and E-Commerce Professional Certificate, Nov 2024
- Google Analytics Individual Qualification, Jul 2017

SKILLS

- Hard Working
- Creative
- Calendar Planning
- A/B Testing
- Reporting
- (CRM) Customer Relationship Management
- Customer Retention
- Brand Strategy
- Teamwork
- Time Management
- Leadership
- Effective Communication