

amanda
SOEHNLEN

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SKILLS: **Core Skills:** Email Marketing; Marketing Strategy; User Communication, Interaction, and Retention; HTML/CSS; Creative Direction; Qualitative Analytics; A/B Testing; User Profiling, Segmentation, and Targeting; Content Personalization, Customization, and Management; Social Media and Networking; Project Management

Additional Skills: Quantitative Analytics; UX/UI Design; Content Management Systems; Multi-Regional Design; Ad Feed Integration; Display Advertising; Copy Editing; Copy writing; E-marketing Legal Compliance (CAN-SPAM); Git; Programming Logic Structures; Agile; JIRA

EXPERIENCE: **Director of Interactive Marketing - CareDash**
(06/2015 - Present)

At CareDash (formerly known as NuFit Media), I work with my team to build a user-centric health resource that makes our users' lives easier.

- Defined main KPIs to support company goals, creating strategies to maximize ROI and increase user's lifetime value and length of record
- Emphasized user-focused communication strategies to meet key performance indicators across multiple platforms (Web, Email, Social Media)
- Established and facilitated proper analytic testing procedures to reduce false positives
- Customized user interactions, communications, and experiences based on user behavior
- Managed distributed content team, coordinating re-working existing content, future feature requests, and marketing campaigns
- Designed and coded all email, using TaxiforEmail to create an in-house template that was easily customizable for non-coders

Creative Services Lead Past titles include:
Cogo Labs Senior Designer/Developer
(12/2011-06/2015) UX Designer

At Cogo Labs, I constantly pushed the envelope with smart, user-driven email and web marketing, both for internal projects and for outside clients.

As **Creative Services Lead:**

- Analyzed user behavior from the first email send to subsequent clickouts, advocating for an end-to-end engagement strategy for the full user lifecycle
- Lead design and marketing strategy decisions based on a user-first mentality, including both email and site interactions
- Managed a team of designers, including hiring, training, and review processes
- Emphasized qualitative analytics to further revenue goals and conversions
- Codified processes to streamline marketing and development, saving both engineering man-hours and development costs
- Designed and built emails and websites that evolved based on A/B testing data; using that data, we extended user lifetimes and raised value by 3x

EXPERIENCE: **Cogo Labs, Cont.**

As Senior Designer/Developer:

- Advocated for user-centric design with subsidiaries and other departments
- Extensive A/B tests resulted in multiple 3x+ lifts in conversions and user interactions, 2x drops in email complaints and unsubscribes
- Coordinate between engineers and analysts to build effective products and processes
- Extensively tested responsive email templates in different industries
- Found ways to confirm analytical findings via testing without losing conversions
- Fully mapped Gmail's deliverability algorithm in repeatable, testable ways
- Segmented user groups out of our large (2mil+) user base to tailor communications

As User Experience Designer:

- Built more than 400 email templates
- Iteratively improved templates to include personalized content, garnering up to 8x lifts
- Advocated for brand cohesiveness and user preferences
- Pushed for mobile-optimized templates and responsive email templates

Marketing Web Designer **Black Duck Software** (09/2010-12/2011)

Junior Web Designer **NAI Cummins Real Estate** (04/2008-04/2010)

Graphic Design Intern **Brechbuhler Scales** (04/2005-09/2005)

Speaker **The Email Design Conference** (08/2016)
Analytics 201: No Data is an Island

Charter Member **Women of Email Trade Group** (06/2016-Present)

EDUCATION: **University of Akron** **Bachelor's of Fine Arts - Graphic Design**

Additional Education **Art Institute of Seattle** (9 months)
Studied Graphic Design

Stark State College of Technology (2 years)
Studied Information Technology