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SOEHNLEN

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SKILLS: **Mastery:** Marketing Strategy, Creative Direction, Email Marketing (Strategy, Design, Coding, Best Practices), Qualitative Analytics, A/B Testing, User Profiling/Targeting, Content Personalization & Customization, Salesforce Marketing Cloud, Conceptual Design, HTML/CSS, Project Management, Adobe Dreamweaver, InDesign, Photoshop

Proficiency: Quantitative Analytics, Corporate Branding, UX/UI Design, Social Media and Networking, Multi-Regional Design, Content Management Systems, Search Engine Optimization, Bootstrap, E-marketing Legal Compliance (CAN-SPAM), Print Production, Adobe Illustrator, Programming Logic Structures, Git, Agile, JIRA

EXPERIENCE: **Sr. Digital Strategist, Email Highmark Health** (01/2017-Present) **Past titles include:** Sr. User Experience Designer

At Highmark Health, I'm responsible for our email marketing program, advocating for a user-first strategy that is integrated with the enterprise's larger marketing goals.

- Transitioned 3 major stakeholders from company-first to user-first email strategies, using a triggered approach based on user activity and data, lowering unsubscribes and raising lifetime engagement
- Audited and updated all email marketing activity for legal and best practice compliance
- Established a reporting protocol, and trained stakeholders in proper use of email
- Designed and coded dynamic user journeys based on API data, including multiple landing pages and emails
- Mentored and assisted other marketing stakeholders throughout the enterprise with email and marketing strategy
- Mentored day-to-day activity of 2 analysts, and one designer including project management, time management, prioritization, advocacy, and skill-building

Director of Interactive Marketing - NuFit Media, Inc
(06/2015 - 11/2016)

At NuFit, I was responsible for our flagship website, CareDash. With my team, we built a health resource that makes our users' lives easier.

- Lead a team of developers, analysts, designers, and content strategists by guiding development of user acquisition strategy, testing infrastructure, and content creation
- Translated KPIs to user-focused discoveries, strategies, and learnings
- Researched and assisted in implementing SEO and paid search strategies
- Worked with Engineering team to build infrastructure to support proper data collection
- Established and facilitated proper analytic testing procedures to reduce false positives
- Customized user interactions and experiences based on behavior to more than double return visitors to Caredash's doctor rating tool
- Used analytics and internal reporting to test interactions with users, ultimately transitioning from a quiz-based model to a content-based model

EXPERIENCE:

Creative Services Lead
Cogo Labs
(12/2011-06/2015)

Past titles include:
Senior Designer/Developer
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**:

- Project management - for the first time, codified processes to streamline development
- Lead design and marketing strategy decisions based on a user-first mentality
- Built websites that evolve based on A/B testing data
- Analyzed user behavior from the first email send to subsequent click-outs, advocating for an end-to-end engagement strategy
- Emphasized qualitative analytics to further revenue goals and conversions
- Managed a team of 2 designers, including hiring, training, and review processes.

As **Senior Designer/Developer**:

- Ran extensive A/B tests resulting in 3x+ lifts in conversions, 2x drops in complaints
- Advocated for user-centric design with subsidiaries and other departments
- Found ways to confirm analytical findings via testing without losing conversions
- Fully mapped Gmail's deliverability algorithm in repeatable, testable ways
- Tracked CANSPAM, California, and Texas email marketing laws and regulations

As **UX Designer**:

- Built more than 400 email templates
- Iteratively improved templates, including more and more personalized content
- Advocated for brand cohesiveness and user preferences

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)

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

OTHER:

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

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