

RENEE G. BALGOBIN

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PROFILE SUMMARY

Strategic marketing leader with over a decade of experience in high-growth SaaS environments, specializing in lifecycle marketing, CRM management, and marketing automation. Demonstrated ability to deliver measurable increases in engagement, retention, and revenue. Proficient in utilizing top platforms such as Salesforce Marketing Cloud, Eloqua, Pardot, and HubSpot to enhance marketing efforts and drive significant business impact.

TECHNICAL SKILLS

Marketing Automation Platforms: Salesforce Marketing Cloud, Pardot, Oracle Responsys, Eloqua, HubSpot

CRM Platforms: Salesforce, HubSpot CRM

Analytics & Reporting Tools: Google Analytics, Tableau, Looker

Project Management Tools: Asana, Jira, Wrike, Figma

EXPERIENCE

Marketing Strategy Manager- Consultant

Feb 2024- Present

MarketerHire LLC

Remote

- Drove a 20% improvement in campaign effectiveness by integrating cross-functional strategies that aligned product, sales, and growth objectives, enhancing interdepartmental collaboration.

Client: GoEducate

- Increased user engagement by 30% and marketing efficiency by 25% by devising customer-centric strategies and refining HubSpot workflows, which also propelled a 40% surge in survey completions and retention rates.

Client: Acast

- Enhanced audience targeting by 30% through effective Pardot integration, fostering a 20% boost in campaign efficiency via strategic ABM implementation and empowering teams with autonomy in data-driven decision-making.

Lifecycle Strategy Manager

May 2023- Jan 2024

Meta (via Media.Monks)

Remote

- Spearheaded CRM lifecycle campaigns, amplifying Monthly Active Users by 15% and boosting early retention rates by 20%.
- Catalyzed a 30% increase in new product adoption by employing strategic data-driven segmentation and personalized messaging.
- Orchestrated seamless project execution under tight deadlines using Asana and Figma, bolstering cross-functional team efficiency.
- Elevated internal alignment with monthly educational sessions, resulting in a 93% rise in email open rates and a 20% drop in unsubscribe rates.

Digital Marketing Manager- Campaign Performance Operations

Aug. 2018- May 2023

LinkedIn

Sunnyvale, CA

- Orchestrated key LinkedIn Learning initiatives, including the LinkedIn Learning Virtual Summit and LiL Hub Virtual Event, doubling registration to 44.8K attendees and increasing NPS by 39 points.
- Led the Minority Report diversity campaign, which improved email metrics and significantly reduced unsubscribe rates through tailored content strategies.
- Directed Most Popular Courses and Most In-Demand Skills campaigns, boosting user engagement and sign-ups by aligning with market demands and user preferences.
- Mentored three junior marketers, guiding them to exceed performance goals through strategic training and leadership consistently.
- Implemented lifecycle journeys in Salesforce Marketing Cloud, Eloqua, and Responsys, driving a 20% increase in customer retention and 15% operational efficiency.
- Exceeded conversion and booking targets by 15% and increased website traffic by 20% through optimized email campaigns and virtual event promotions.
- Provided data-driven insights for product and marketing strategies, leading to a 15% increase in conversions and a 10% reduction in churn.
- Spearheaded renewal and migration campaigns, raising brand awareness by 25% and revenue by 20%, securing long-term customer engagement.
- Developed LinkedIn Learning's Customer Success Hub, enhancing engagement by 20%, improving satisfaction scores by 15%, and reducing churn by 25%.
- Formed a high-priority escalation team, maintaining a 95% client satisfaction rate and cutting resolution times by 20%.

Associate Marketing Manager

Jun. 2015- Jul. 2018

Time Inc.

New York, NY

- Developed and executed multi-channel subscription campaigns for 21 magazine brands, boosting consumer revenue by 25% and customer retention through strategic marketing.
- Optimized email marketing programs, achieving a 20% increase in retention and a 30% increase in engagement.
- Built and managed cross-sell partnerships with advertisers, expanding audience reach and enhancing revenue generation.
- Managed creative assets and promotional strategies, leading to a 25% increase in event attendance and heightened brand engagement.

Demand Generation Operations Analyst

Jul. 2014 – Feb. 2015

Medallia f.k.a Thunderhead.com

New York, NY

- Increased lead conversion rates by 15% by implementing targeted email workflows in Eloqua and refining data hygiene practices.
- Grew the sales pipeline by 10% through segmentation and audience targeting strategies, ensuring high-quality lead acquisition.

Marketing/ Sales Coordinator

Oct. 2010 – Jul. 2014

Complete Discovery Source

New York, NY

- Streamlined lead tracking, improving efficiency by 30% through Salesforce CRM automation.
- Reduced sales cycle times by 15% and increased lead generation by 20% by optimizing marketing audience databases.

- Supported market research initiatives, contributing to a 30% improvement in conversion rates by expanding and refining audience segmentation.

KEY COMPETENCIES

- Lifecycle Marketing: Specialized in architecting and executing retention-focused campaigns and personalized customer journeys, significantly improving user engagement and lifecycle value.
- Marketing Automation: Skilled in implementing and managing platforms like Salesforce Marketing Cloud, Pardot, and Eloqua.
- Data-Driven Insights: Proficient in KPI analysis and campaign optimization.
- Cross-Functional Leadership: Experienced in aligning marketing, sales, and product teams for GTM success.
- Event Marketing: Adept at managing trade shows, webinars, and customer engagement events.

EDUCATION

BBA Business Administration- Advertising & Promotion
Pace University

Aug 2009- May 2013
New York, NY