

LinkedIn Learning

Five years. Enterprise buyers, corporate customers, field teams, and individual learners.

Digital Marketing Manager, Campaign Performance Operations · LinkedIn Learning · 2018–2023

296% B2C Conversion Target QoQ program performance	136% Learning Hub Stretch Goal Enterprise GTM campaign	45K+ Event Registrations LinkedIn Learning Hub launch	40–45% Of Launch Registrations Driven by email alone	75% Of Event Traffic Workplace Learning Report	93% Open Rate Improvement Across 23 tested variants
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Scope: Enterprise · B2C · Field · Customer Lifecycle · Platforms: Marketo · Salesforce · ON24

THE ROLE

Orchestrating Lifecycle, Product Education, and Global Engagement.

Over nearly five years at LinkedIn, I owned digital and lifecycle marketing for LinkedIn Learning — managing enterprise buyers, corporate customers, field teams, and individual learners simultaneously. Owned channels became the highest-performing acquisition and engagement engine across every major program. Not through bigger budgets. Through more precise audience logic.

B2B Enterprise · LinkedIn Learning	B2C Consumer · LinkedIn Learning
Enterprise L&D; buyers. Flagship content launches, GTM campaigns tied to \$500M ARR targets, Learning Hub go-to-market, and integrated marketing across five concurrent Q1 priorities.	Individual learners. Evergreen awareness and remarketing program scaled to 86K weekly consumers. Built from scratch, generating 5–6K quarterly sign-ups at 296% of conversion targets.
Customer Lifecycle & Field Enablement · LinkedIn Learning	Experimentation & Framework-Building · LinkedIn Learning
Corporate accounts, admins, and Talent Solutions field teams. Trigger-based migration series touching 9K customer accounts and 20M+ learners tied to renewal and adoption outcomes.	Built and socialized a test-and-learn optimization framework adopted division-wide. 23 creative variants tested. 15–20% campaign lift. The model outlasted the campaigns it was created for.

Build audience logic precise enough that email doesn't just compete with bigger-budget channels — it consistently outperforms them.

Evergreen B2C Acquisition Program

Built from scratch. Scaled to 86K weekly consumers. Positioned email as the primary driver of marketing-sourced bookings across the consumer business.

What I built	Results	
· Integrated evergreen awareness and remarketing program built from zero infrastructure	86K	Weekly consumers at peak
· Behavioral triggers and audience segmentation to reach learners at the right moment	5–6K	Quarterly sign-ups
· Year-over-year email send volume growth of 95% without list fatigue	95%	YoY email volume growth
· Positioned email as the #1 source of marketing-sourced bookings	296%	Of conversion targets QoQ
	177%	Of expected bookings QoQ

Customer Migration Awareness Series

Architected a trigger-based migration awareness series using dynamic data fields to manage renewal experiences at scale — upleveling 9K customer accounts and touching 20M+ learners tied to \$500M in target revenue.

9K Customer accounts upleveled Trigger-based, personalized at account level	20M+ Learners reached through the series Tied to renewal and adoption outcomes	\$500M Target revenue in scope Single lifecycle program driving renewal readiness
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Workplace Learning Report

LinkedIn Learning's highest-profile annual content launch — serving three completely different audiences simultaneously. Email outperformed every other channel combined.

Before		After
Generic send to full database	→	Behavioral cohorts by role, seniority & intent
Single-wave blast	→	Multi-wave sequencing tied to content arc
Same message, all audiences	→	Differentiated narratives for enterprise, B2C & field
Email as broadcast	→	Email as the #1 performance channel

<p>40–45%</p> <p>Of total registrations</p> <p>Email drove nearly half across every channel</p>	<p>75%</p> <p>Of all event traffic</p> <p>Outperformed paid, social & organic combined</p>	<p>#1</p> <p>Channel performance</p> <p>Across every metric — not because of spend</p>
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LINKEDIN LEARNING · WORKPLACE LEARNING REPORT · 2021 & 2022 CAMPAIGN CREATIVE

LinkedIn Learning Hub — Enterprise Launch

Go-to-market email strategy for LinkedIn Learning Hub's enterprise launch — \$500M revenue target, 9,000 target accounts, 23 creative variants tested before scaling.

45K Event registrations	136% Of stretch goal	23 Creative variants	93% Open rate lift
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What made it work

Behavioral segmentation

Instead of blasting the full list, I built audience cohorts based on first-party engagement signals — content consumed, job function, seniority, and product touchpoints. Each segment got messaging calibrated to where they were in the decision journey.

Multi-wave sequencing

Early awareness → social proof → urgency. Each wave was informed by performance data from the prior send, with real-time optimizations applied mid-campaign.

The framework that stuck

The test-and-learn model built for this launch was formally adopted as the division standard and applied to every subsequent launch across both Marketing Solutions and Learning. The campaign ended. The infrastructure it created didn't.

What this established:	The test-and-learn A/B framework built for this campaign became the blueprint for LinkedIn Learning's enterprise GTM playbook — adopted across both Marketing Solutions and Learning divisions.
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L&D; Integrated Marketing — FY23

Five concurrent Q1 priorities. Multiple audience types. One coordinated cross-functional program spanning the entire Learning ecosystem.

Learner Challenges	DEI Upskilling	Q1 Product Release	Hub Case Studies	Talent Connect
Individual learners. Skill engagement via time-boxed challenge formats.	Enterprise admins and DMs. DEI-focused activation tied to LiL Hub adoption.	Hub and Base SKU customers. Product launch comms tied to Q1 cadence.	Enterprise DMs. Customer proof surfaced through segmented lifecycle touchpoints.	Field and enterprise accounts. Event activation across email, field comms, and paid.

Cross-functional coordination required: Product marketing · Sales · Content · Field · Legal · Analytics — across Enterprise Admins, DMs, Hub and Base SKU via email, microsite, LinkedIn Ads, field comms, and paid media.

EXPERIMENTATION FRAMEWORK

A Test-and-Learn System That Outlived Every Campaign.

Built and socialized across LinkedIn Learning and Marketing Solutions — not a subject-line exercise. It assessed the full performance architecture, then became the repeatable operating model.

Audience segmentation	Creative treatments	Message hierarchy	Send cadence
Conversion architecture	Urgency framing	CTA framing	Engagement & unsubscribe behavior

15–20% Campaign effectiveness lift Across 23 creative variants tested	93% Open rate improvement Across all tested programs	20% Reduction in unsubscribes Protecting audience trust at scale
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What Changed Because of This Work

Program Performance		Organizational Impact	
296%	B2C conversion target — QoQ	Made owned channels the leading performance engine	Across enterprise, consumer, field, and customer-lifecycle programs.
177%	Of expected bookings — QoQ		
86K	Consumers reached weekly at peak		
5–6K	Quarterly sign-ups from B2C program	Built frameworks that outlasted the role	Test-and-learn model adopted division-wide across Marketing Solutions and LinkedIn Learning.
95%	YoY email send volume growth		
45K+	Event registrations, flagship GTM launches	Established the B2C program from scratch	Evergreen acquisition program built from zero — scaled to 86K weekly consumers.
136%	Learning Hub launch — of enterprise stretch goal		
40–45%	Of launch registrations driven by email	Created enterprise launch playbooks	GTM frameworks for Learning Hub and Workplace Learning Report reused across future launches.
75%	Of event traffic driven by email		
9K	Customer accounts in migration series	Connected lifecycle to demand gen	Product education, lifecycle engagement, and demand generation treated as one integrated system.
20M+	Learners reached through lifecycle series		
		Led cross-functional coordination	Campaigns coordinated across product marketing, sales, content, field, legal, analytics, offshore, and agency partners.

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 Digital Marketing Manager, Campaign Performance Operations