

Creator Retention & High-Profile Event Campaigns

Lifecycle Strategy Manager · May 2023 – Jan 2024

THE CHALLENGE

Meta Horizon Worlds was struggling with creator churn and low onboarding completion — a direct threat to the platform's content ecosystem. High-profile artist events (Jack Harlow, BLACKPINK) also needed to re-engage dormant users who had drifted away.

THE APPROACH

I led global lifecycle strategy for the platform — building behavioral trigger frameworks and a structured creator onboarding program designed to guide new creators through key activation milestones. For event campaigns, I developed personalized re-engagement sequences using educational content tailored to each user's last activity point. I partnered with Product Marketing and Data Science to build performance dashboards connecting lifecycle KPIs to platform engagement metrics. All programs maintained GDPR compliance across global markets.

THE IMPACT

32%

Improvement in active creator retention

28%

Increase in onboarding completion

15K+

Dormant users re-engaged

40%

Return-to-platform rate

Lifecycle moved from a reactive channel to a core platform growth lever, with dashboards that gave the product team actionable signals for roadmap prioritization.