

RENEE G. BALGOBIN

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PROFILE SUMMARY

Strategic lifecycle marketing leader with 11+ years building customer adoption and value realization programs across multiple portfolios, industries, and disciplines, including consumer tech, B2B SaaS, autonomous vehicles, and emerging platforms. Career spans enterprise GTM operations at LinkedIn, managing consumer, B2B, and field marketing portfolios, creator engagement at Meta for VR platforms, and currently leading 0→1 customer adoption development at Zoox. Known for bridging strategy with execution, driving cross-functional alignment in matrixed environments, and delivering measurable business impact.

EXPERIENCE

Lifecycle Marketing Manager (Contract) | Zoox (An Amazon Company)

April 2025 – Present (through April 2026) | Foster City, CA

- Built lifecycle marketing operation from 0→1, scaling database 645% (66K to 492K users) while maintaining 58% open rates, 12.5% click-through rates, and 97% delivery standards across 1.27M sends (+100% YoY growth), establishing CRM as core growth driver for multi-market expansion
- Developed strategic positioning frameworks and campaign narratives for lifecycle programs, including a three-part newsletter welcome series positioning Zoox's brand evolution from technology company to trusted community partner through ground-up thinking, riders-first mindset, and thoughtful momentum pillars
- Developed multi-year strategic roadmap (Q2 2025-H2 2026) with KPI frameworks across 5 business goals, positioning customer adoption programs for scaled expansion, delivering quarterly performance recaps (CBPRs) and guiding product messaging development for rider education and autonomous vehicle readiness
- Analyzed behavioral data from 492K+ users across SF and Las Vegas markets to identify engagement patterns and conversion drivers, transforming the underperforming Vegas market (40% gap) through diagnostic analysis and journey redesign from a transactional 1-2 email approach to a behavioral 4-email educational series
- Created a comprehensive operational infrastructure, including a campaign playbook with rigorous QA validation points, RAPID governance model, T-shirt sizing framework, and Asana intake system that accelerated campaign velocity and efficiency
- Architected multichannel marketing automation in Salesforce Marketing Cloud, integrating Email, In-App Push, SMS, and web messaging with behavioral triggers, location-based personalization, and real-time journey branching, supporting 418K global waitlist across 2-city expansion through 6+ automated journey series
- Drove 18% prospect-to-customer conversion through multi-stage journey optimization, delivering 678+ Zoox Pass activations and 695+ completed rides, while pioneering partnership strategy generating 8,809 app downloads through Tartine, Fontainebleau, and SF Symphony collaborations
- Led incident response for 5 major CRM issues affecting 75,958 users, conducting root cause analysis, identifying systemic gaps (60% QA infrastructure, 20% platform governance, 20% data configuration), and building preventive frameworks that transformed operational challenges into capability maturity upgrades

- Fixed broken SFMC implementation inherited from external consulting engagement, optimizing data architecture from 47 unnecessary data extensions to a streamlined 12-extension model while absorbing workload from departing 3-person Deloitte Operate team

Marketing Strategy Manager – Consultant | MarketerHire LLC

Feb 2024 – Present (project-based consulting)

- Provide strategic advisory to B2B SaaS and edtech clients on lifecycle program development, CRM architecture optimization, and marketing automation strategy, conducting comprehensive audits and delivering actionable recommendations that strengthen conversion funnels and customer engagement
- **Skillable (B2B SaaS)** – Led email performance audit following HubSpot migration, improving open rates 170% and click rates 20% through cadence optimization and sender reputation restoration
- **GoEducate (Edtech)** – Developed persona-based acquisition and onboarding strategies, increasing engagement by 30%, built automated HubSpot workflows, and clarified value proposition messaging across customer segments
- **Acast (Creator Platform)** – Designed Pardot segmentation strategy and campaign template library strengthening creator acquisition funnel efficiency and improving inbound conversion rates

Lifecycle Strategy Manager | Meta (via Media.Monks)

May 2023 – Jan 2024 | Remote

- Led global lifecycle marketing strategy for Meta Horizon Worlds VR platform, developing behavioral trigger frameworks and creator onboarding programs that improved active creator retention 32% and onboarding completion 28%
- Partnered with Product Marketing and Data Science teams to build performance dashboards connecting lifecycle KPIs to platform engagement metrics, informing product roadmap and marketing strategy
- Directed lifecycle workstreams for high-profile campaigns (Jack Harlow, BLACKPINK), re-engaging 15K+ dormant users through personalized education content, driving 40% return-to-platform rate
- Established privacy-compliant communication frameworks supporting product education, feature launches, and community growth initiatives across global markets while maintaining GDPR compliance

Digital Marketing Manager – Campaign Performance Operations | LinkedIn

Aug 2018 – May 2023 | Sunnyvale, CA

- Owned global lifecycle and campaign strategy across four business lines, including LinkedIn Learning (both B2B and B2C), LinkedIn Talent Solutions (field/demand gen), and LinkedIn Small Business (now Marketing Solutions), spanning 28 languages with offshore execution teams and agency partners
- Led go-to-market execution for LinkedIn Learning Hub (\$500M revenue target, 9K customer accounts, 20M+ learners) achieving 45K event registrations at 36% above stretch goals, and Open for Business global launch driving 109K provider sign-ups with 240% WoW growth and 19.7K weekly demand
- Designed enterprise customer migration and renewal education programs, improving retention during major platform transitions, coordinating offshore teams for seamless deployment across North America, EMEA, APAC, and LATAM markets
- Built test-and-learn framework adopted across Marketing Solutions and Learning divisions, establishing A/B testing standards that drove 15-20% campaign effectiveness lift, 93% open rate improvement, and 20% unsubscribe reduction across 23 creative variants
- Delivered 296% of conversion targets and 177% of bookings goals through data-driven segmentation, while managing evergreen programs reaching 86K consumers weekly and generating 5-6K quarterly sign-ups

- Served as lifecycle subject matter expert for LinkedIn Learning's first virtual events, driving email to become the strongest channel for registrations (40-45%) and website traffic (75%), while managing P0 executive escalations and hosting monthly enablement forums on optimization best practices

Earlier experience in campaign management and CRM optimization at Time Inc., Medallia, and Complete Discovery Source, building foundational expertise in acquisition marketing and data-driven retention.

KEY COMPETENCIES

Strategic Leadership: Lifecycle Strategy & Roadmapping • Go-to-Market Planning • Cross-Functional Program Management • Stakeholder Leadership • Customer Value Realization • Strategic Planning & Execution

Technical & Operational: Marketing Automation (SFMC, HubSpot, Pardot, Eloqua) • CRM Infrastructure Development • Platform Implementation & Optimization • Campaign Operations & QA • Process Design & Documentation • Data Architecture & Governance

Analytics & Growth: Data Analysis & Customer Insights • Behavioral Segmentation • A/B Testing & Experimentation • Conversion Rate Optimization • Performance Measurement & Attribution • Journey Optimization

Execution Excellence: Multi-Channel Campaign Management • Email Marketing at Scale • Personalization & Targeting • Content Strategy & Messaging • Partnership Marketing • Crisis Management & Remediation

TECHNICAL SKILLS

Salesforce Marketing Cloud | HubSpot | Pardot | Eloqua | Looker | Tableau | Google Analytics | Figma | Litmus | ON24 | Wrike | Asana | Jira

EDUCATION

Bachelor of Business Administration in Advertising and Promotion

Pace University | New York, NY