

Annual Workplace Learning Report & Virtual Summit

Digital Campaign Strategist · Email Marketing Lead

THE CHALLENGE

LinkedIn Learning's annual Workplace Learning Report is one of its most important thought leadership assets. The challenge: turn a content download into a full-funnel moment — driving event registrations, site traffic, and brand authority across a global B2B audience simultaneously.

THE APPROACH

I owned the complete email promotional strategy: audience segmentation, send-time optimization, A/B testing, and real-time performance iteration. I worked across product marketing, content, and analytics to ensure the email narrative was cohesive with the broader multi-channel campaign, and positioned the virtual summit as a destination — not just a webinar. Continuous mid-flight optimization compounded results across the campaign lifecycle.

THE IMPACT

40–45%

Of all event registrations driven by email

75%

Of campaign website traffic via email

#1

Channel for registrations & traffic

Email outperformed every other channel — paid, social, and organic — establishing a replicable model for LinkedIn Learning's future flagship content campaigns.