

## RENEE G. BALGOBIN

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### PROFILE SUMMARY

Strategic marketing leader with 11+ years building and scaling lifecycle programs across B2C, B2B SaaS, autonomous vehicles, and emerging platforms. Combines full-funnel strategy, CRM architecture, and multichannel automation expertise with a track record of building from zero: standing up infrastructure, leading cross-functional and agency teams, and driving measurable acquisition, retention, and revenue outcomes at companies including Zoxx (an Amazon company), Meta, and LinkedIn.

### EXPERIENCE

#### **Lifecycle Marketing Lead (Contract) | Zoxx (An Amazon Company)**

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

- Built Zoxx's lifecycle marketing program from zero with no existing journeys, playbook, or governance infrastructure, standing up 32 automated journeys across 2 active markets and 1.7M+ sends within 10 months, establishing lifecycle marketing as a core growth driver for multi-market expansion
- Achieved 63.92% average open rate (+182% vs. industry benchmark) and 0.24% unsubscribe rate (52% below benchmark) across 1.7M sends, sustaining audience trust at scale with no historical baseline in a first-of-its-kind autonomous vehicle product category
- Architected journey infrastructure spanning 4 lifecycle stages (Acquire, Engage, Iterate, Learn) across Email, Push, SMS, and in-app channels, implementing multi-path behavioral routing in Salesforce Marketing Cloud/Maestro with up to 9 touchpoints, 3 behavioral paths, and behavior-based exit logic per journey
- Evolved program from transactional MVP (single-path, zero personalization) to hypersegmented 2.0 journeys with ZIP code-based waitlist tracks and behavioral routing, achieving 79% questionnaire completion on Waitlist 2.0 and 62.5% average open rate on SF Onboarding 2.0
- Executed 4-segment local partnership campaigns (Tartine, Flower Piano, Fontainebleau, Stern Grove), driving 124 new waitlist sign-ups, 368 survey completions, 145 app downloads, and 75% click-to-entry conversion, directly linking lifecycle execution to acquisition and product adoption outcomes
- Built lifecycle operating infrastructure from scratch, including RAPID decision-making model, 3-tier T-shirt sizing approval matrix, campaign QA checklists, and full Lifecycle Marketing Playbook, enabling consistent execution across Customer Marketing, Comms, BizApps, Legal, and WPromote without a dedicated ops function
- Developed 18-month lifecycle transformation roadmap (Q2 2025–H2 2026) adopted by cross-functional leadership, aligning lifecycle infrastructure and KPI frameworks to 5 business goals across fleet expansion and multi-market scale, directly informing go-forward investment decisions beyond the contract period

#### **Marketing Strategy Manager – Consultant | MarketerHire LLC**

Feb 2024 – Present · Ongoing, concurrent with primary roles

- Operate an independent consulting practice alongside primary roles, advising B2B SaaS and edtech clients on lifecycle strategy, CRM architecture, and marketing automation
  - Skillable (B2B SaaS) – Led post-migration email audit, improving open rates 170% and CTR 20% through cadence optimization and sender reputation restoration

- GoEducatе (Edtech) – Developed persona-based acquisition and onboarding strategies, increasing engagement 30% through HubSpot workflow automation and value proposition refinement
- Acast (Creator Platform) – Designed Pardot segmentation strategy and campaign template library, strengthening acquisition funnel efficiency and 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 retention 32% and onboarding completion 28%
- Directed lifecycle workstreams for high-profile campaigns (Jack Harlow, BLACKPINK), re-engaging 15K+ dormant users through personalized content, driving 40% return-to-platform rate
- Partnered with Product Marketing and Data Science to build performance dashboards connecting lifecycle KPIs to platform engagement metrics, informing product roadmap and marketing strategy
- Established GDPR-compliant communication frameworks supporting product education, feature launches, and community growth initiatives across global markets

### **Digital Marketing Manager – Campaign Performance Operations | LinkedIn**

Aug 2018 – May 2023 | Sunnyvale, CA

- Owned global lifecycle and campaign strategy across LinkedIn Learning’s full ecosystem (enterprise customers, field programs, and consumer audiences), serving as lifecycle lead across Talent Solutions and Small Business, and directing offshore teams and agency partners across North America, EMEA, APAC, and LATAM
- Owned lifecycle and email channel strategy for LinkedIn Learning Hub GTM (\$500M revenue target, 9K customer accounts, 20M+ learners), achieving 45K event registrations at 36% above stretch goals and positioning email as the #1 channel for registrations (40–45%) and web traffic (75%)
- Drove global launch of LinkedIn Open for Business across 28 languages, generating 109K provider sign-ups with 240% WoW growth and 19.7K weekly service requests, coordinating product marketing, content, and localization teams across global markets
- Designed enterprise customer migration and renewal education programs during major platform transitions, improving retention and coordinating seamless deployment across North America, EMEA, APAC, and LATAM with offshore execution teams
- Built and socialized a test-and-learn experimentation framework across Marketing Solutions and Learning divisions, driving 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 audience segmentation, managing evergreen programs reaching 86K consumers weekly and generating 5–6K quarterly sign-ups
- Served as lifecycle SME for LinkedIn Learning’s first virtual events, managing P0 executive escalations and hosting monthly optimization enablement forums across the marketing organization

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 Execution • Cross-Functional Program Management • Stakeholder Alignment • Customer Value Realization • Executive Reporting

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

**Analytics & Growth:** Behavioral Segmentation • A/B & Multivariate Experimentation • Conversion Rate Optimization • Performance Measurement & Attribution • Funnel Analysis • Journey Optimization

**Execution Excellence:** Multichannel Campaign Management • Personalization at Scale • Email Marketing • Content Strategy • Partnership & Co-Marketing • Incident Response & Crisis Management

## **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