

RENEE G. BALGOBIN

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PROFILE SUMMARY

Marketing strategist with 11+ years of experience leading full-funnel lifecycle and growth programs across SaaS, edtech, and emerging technology. Adept at building lifecycle foundations from the ground up, aligning CRM strategy with go-to-market plans, and driving measurable outcomes through segmentation, experimentation, and cross-functional execution. Skilled in translating strategic plans into operational action, partnering with senior stakeholders, and optimizing the end-to-end customer journey through data-driven insights.

EXPERIENCE

Marketing Strategy Manager- Consultant MarketerHire LLC

Feb 2024- Present
Remote

- Developed and executed demand generation programs for B2B SaaS clients, enhancing lifecycle engagement and automation workflows.
- Designed persona-driven strategies, increasing campaign engagement by 30% and improving retention.
- Orchestrated multi-channel campaigns across email, web, and social, ensuring cohesive messaging and higher conversions.
- Partnered with Product Marketing, Sales, and RevOps to optimize segmentation, ABM, and automation systems.
- Client Highlights:
 - *GoEducate*: Built HubSpot workflows to streamline onboarding and increase engagement by 30%.
 - *Acast*: Led Pardot segmentation strategy, improving campaign efficiency and boosting inbound conversions.

Lifecycle Strategy Manager Zoox

April 2025- Present
Hybrid

- Laid the groundwork for Zoox's lifecycle marketing strategy ahead of first customer acquisition, defining CRM's role in onboarding, education, and activation.
- Mapped early customer journeys from waitlist to first ride, identifying key engagement touchpoints across email and digital channels.
- Built foundational playbooks and campaign frameworks to enable scalable, cross-functional lifecycle execution.
- Partnered with Product, Design, and Data teams to establish lifecycle infrastructure aligned with go-to-market milestones.
- Supported executive marketing leadership with business performance insights, aligning lifecycle initiatives to strategic objectives and go-to-market goals.
- Defined lifecycle KPIs and reporting frameworks to track onboarding, readiness, and user engagement.
- Contributed to CRM tool evaluation and data planning to support scalable automation and segmentation.
- Collaborated with Product Marketing to align lifecycle messaging with GTM milestones and support cross-functional enablement.

Lifecycle Strategy Manager

May 2023- Jan 2024

Meta (via Media.Monks)

Remote

- Spearheaded global lifecycle marketing campaigns for Meta Horizon Worlds, optimizing user onboarding, feature adoption, and re-engagement.
- Applied privacy-sensitive lifecycle communications that educated users on new platform features and ensured informed participation in high-visibility activations, balancing engagement with responsible usage principles.
- Executed personalized, event-driven email campaigns for high-profile virtual events, including launches featuring Jack Harlow and Black Pink.
- Collaborated with Product Marketing, Creative, and Engineering teams to align customer communication strategies with product launches and live activations.
- Collaborated with Data teams to develop dashboards and insights to inform lifecycle decisions and track activation and retention performance.

Digital Marketing Manager- Campaign Performance Operations

Aug. 2018- May 2023

LinkedIn

Sunnyvale, CA

- Led global campaign execution, lifecycle engagement, and automation workflows across email, web, and content channels.
- Built targeted onboarding and value realization journeys for new users, promoting confident product adoption through educational messaging and timely engagement triggers—driving measurable gains in product activation and renewal.
- Delivered a customer migration education series modeled after renewal and onboarding flows, improving user transition and retention rates.
- Supported operational cadences, including roadmap check-ins, KPI reviews, and executive planning cycles to maintain marketing and lifecycle alignment.
- Drove 296.4% of conversion targets and 177.1% of expected bookings QoQ through data-driven segmentation and nurture strategy.
- Managed high-impact campaigns including:
 - Workplace Learning Report: Drove 40–45% of total registrations and 75% of event traffic.
 - "Open for Business" global campaign in 28 languages: Achieved 240% WoW increase in sign-ups and 81% demand growth.

Associate Marketing Manager

Jun. 2015- Jul. 2018

Time Inc.

New York, NY

- Executed multi-channel subscription campaigns for 21 magazine brands, boosting consumer revenue by 25%.
- Managed email marketing optimization to drive a 20% increase in retention and 30% in engagement.
- Built media and editorial partnerships to grow digital reach and improve campaign ROI.

Demand Generation Operations Analyst

Jul. 2014 – Feb. 2015

Medallia f.k.a Thunderhead.com

New York, NY

- Increased lead conversion by 15% through segmented automation and campaign refinement.
- Boosted sales pipeline by 10% via improved campaign strategy and data hygiene.

Marketing/ Sales Coordinator

Oct. 2010 – Jul. 2014

Complete Discovery Source

New York, NY

- Implemented Salesforce CRM automation, improving lead tracking by 30%.

- Enhanced lead generation by 20% through optimized database and email programs.

KEY COMPETENCIES

- Lifecycle & CRM Strategy
- Digital Engagement & Customer Education
- Performance Marketing & Campaign Execution
- Growth Planning & Cross-Functional Enablement
- Executive Reporting & Strategic Operations
- Go-To-Market & Messaging Alignment

TECHNICAL SKILLS

- CRM & Automation: Salesforce Marketing Cloud, Pardot, Eloqua, HubSpot
- Data & Reporting: Looker, Google Analytics, Tableau, Adobe Analytics
- Collaboration Tools: Jira, Asana, Confluence, Wrike
- Content Execution: ON24, Figma, Litmus, Stensul

EDUCATION

BBA Business Administration- Advertising & Promotion
Pace University

Aug 2009- May 2013
New York, NY