

RENEE G. BALGOBIN

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Strategic customer engagement and product adoption marketing leader with 11+ years of experience building post-sale, lifecycle, and digital demand generation programs across learning platforms, B2B SaaS, consumer technology, and emerging product categories. Translates complex product capabilities into audience-centered use cases, educational content, and coordinated programs that increase onboarding, engagement, retention, and usage. Known for building programs from zero, leading distributed cross-functional and agency teams, and connecting marketing performance to customer behavior, platform adoption, and business growth.

EXPERIENCE

Senior Lifecycle & Owned Channel Marketing Manager | Zoot (An Amazon Company)

April 2025 – April 2026 | Foster City, CA

- Built Zoot's first end-to-end customer engagement program, translating launch, adoption, and retention priorities into 32 automated journeys across two markets and 1.7M+ communications within 10 months.
- Developed an 18-month lifecycle transformation roadmap adopted by cross-functional leadership, aligning owned-channel capabilities, KPI frameworks, and go-forward investment priorities to fleet expansion and multi-market scale.
- Architected a 4-stage customer engagement framework across Acquire, Engage, Iterate, and Learn, translating business priorities into segmented journey strategies, behavioral routing, message sequencing, and measurable channel plans.
- Developed customer messaging frameworks and coordinated campaign briefs connecting audience insight, product value, creative direction, channel strategy, launch requirements, and measurement across market launches and customer education programs.
- Evolved inherited single-path communications into hypersegmented 2.0 journeys with ZIP-code routing, app/download behavior, survey completion logic, and market-specific personalization, achieving 79% questionnaire completion on Waitlist 2.0 and 62.5% average open rate on SF Onboarding 2.0.
- Led a distributed delivery model spanning agency, offshore operations, creative, martech, legal, and customer marketing partners, setting strategic direction, prioritization, operating rhythms, quality standards, and performance expectations.
- Built lifecycle operating infrastructure from scratch, including RAPID decision-making, T-shirt sizing, QA checklists, intake standards, and a Lifecycle Marketing Playbook, enabling consistent planning, production, and execution across internal teams and agency partners.
- Partnered cross-functionally with Customer Marketing, Comms, BizApps, Legal, creative, and agency teams to align owned-channel strategy, editorial direction, and customer education with launch priorities, local partnerships, product adoption goals, and brand standards.

Lifecycle Strategy Manager | Meta

May 2023 – Jan 2024 | Remote

- Led customer engagement and product education strategy for Horizon Worlds, using behavioral triggers and milestone-based onboarding to improve active creator retention by 32% and onboarding completion by 28%.
- Directed lifecycle strategy for high-visibility cultural and product moments, including Jack Harlow and BLACKPINK campaigns, re-engaging 15K+ dormant users through personalized storytelling and driving a 40% return-to-platform rate.
- Partnered with Product Marketing and Data Science to connect campaign engagement, onboarding milestones, feature adoption, and return-to-platform behavior to product roadmap recommendations.
- Built privacy-first communication frameworks for global product education, feature launches, and community growth, ensuring segmentation, personalization, and targeting logic were compliant, documented, and scalable.

Digital Marketing Manager, Campaign Performance Operations | LinkedIn

Aug 2018 – May 2023 | Sunnyvale, CA

- Owned global engagement and digital campaign strategy across LinkedIn Learning’s enterprise customers, field programs, individual learners, and SMB audiences, supporting product education, adoption, events, and lifecycle engagement across North America, EMEA, APAC, and LATAM.
- Directed global digital engagement and event marketing for the LinkedIn Learning Hub launch, making email the top channel for registrations and web traffic and generating 45K registrations at 36% above stretch goal across 9K customer accounts and 20M+ learners.
- Led global launch of LinkedIn Open for Business across 28 languages, generating 109K provider sign-ups, 240% week-over-week growth, and 19.7K weekly service requests through coordinated product marketing, content, localization, and lifecycle execution.
- Built and socialized a test-and-learn experimentation framework across Marketing Solutions and LinkedIn Learning, driving a 15-20% campaign effectiveness lift, 93% open rate improvement, and 20% unsubscribe reduction across 23 creative variants.
- Translated research, learning platform capabilities, and enterprise customer needs into segmented educational campaigns for business leaders, field teams, and individual learners.
- Delivered executive-ready performance narratives, monthly optimization forums, and P0 escalation support, helping enterprise GTM leaders understand channel performance, audience behavior, and campaign optimization opportunities.
- Delivered 296% of conversion targets and 177% of bookings goals through data-driven segmentation, evergreen lifecycle programming, and weekly consumer engagement programs reaching 86K members.

Selected Lifecycle & Owned Channel Consulting Engagements | MarketerHire LLC

Feb 2024 – Present | Part-time advisory engagements

- Advise B2B SaaS, edtech, creator-platform, and membership/community clients on lifecycle strategy, CRM architecture, segmentation, email performance, and marketing automation across HubSpot, Pardot, and owned-channel programs.
- GoEducatе, Edtech: Developed persona-based acquisition, onboarding, and product-education strategies that increased engagement by 30% through automated workflows and value-proposition refinement.
- Support MarketerHire’s MH-1 AI-native delivery model by applying AI-enabled research, synthesis, audience analysis, and content-development workflows using ChatGPT, NotebookLM, Gemini, and agentic tools to accelerate lifecycle planning and production-ready campaign delivery while maintaining human review, brand governance, and quality standards.

Earlier experience in consumer subscription marketing, demand generation, email optimization, CRM automation, e-renewals, and database growth at Time Inc., Medallia, and Complete Discovery Source.

CORE STRENGTHS & SKILLS:

Engagement & Adoption Strategy: Customer Engagement | Product Adoption | Post-Sale Marketing | Lifecycle Strategy | Audience Strategy | Product Education | Onboarding | Retention | Reactivation

Digital Programs & Content: Digital Demand Generation | Educational Content | Use-Case Development | Customer Storytelling | Events | Email | In-App & Push Notifications | SMS | Web | Product & Seasonal Launches

Leadership & Measurement: Cross-Functional Leadership | Distributed Team Leadership | Executive Performance Narratives | KPI Frameworks | Usage & Engagement Analytics | Testing & Experimentation | Agency Management | CRM Governance | AI-Enabled Marketing Workflows

Technical Skills: Salesforce Marketing Cloud | Journey Builder | Maestro | Marketo | HubSpot | Pardot | Salesforce | Tableau | Figma | Asana | Validity/Everest | MX Toolbox | ChatGPT | NotebookLM | Gemini

EDUCATION

Bachelor of Business Administration in Advertising and Promotion | Pace University, New York, NY