

LACI DUARTE

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PROFESSIONAL SUMMARY

Innovative CRM Manager with over 5 years of experience in digital marketing. Having worked in DTC subscription-based businesses, I have developed a keen understanding of customer behavior and needs, as well as a passion for leveraging data to drive business growth. Proven track record of designing and executing successful strategies that enhance customer engagement, increase retention, and drive revenue. Skilled in analyzing customer data with the ability to think creatively.

- Email marketing strategy development
- Campaign planning and execution
- Email deliverability
- Marketing automation
- Copywriting and content creation
- Knowledge of email design best practices
- Working knowledge of HTML
- A/B and split testing
- Campaign tracking and reporting

WORK EXPERIENCE

BritBox by BBC Studios | NY, NY

Apr 2022 – Present

CRM Manager

- End-to-end ownership of email marketing campaigns including newsletters and lifecycle drip campaigns to audiences in various regions including US, Canada, Australia, South Africa, Sweden, Norway and Finland
- Increased newsletter open rates for North America by 15% in year 1.
- Increased newsletter open rates for South Africa by 10% in year 1.
- Plan and manage the email marketing calendar to ensure optimal contact frequency
- Conduct AB and split testing
- Analyze customer data and utilize segmentation techniques to create targeted, personalized email experiences
- Track and analyze performance of email campaigns and provide actionable insights for improvement

AMC Networks | NY, NY

Jan 2022 – Apr 2022

CRM Associate

- Built and deployed email marketing, push, and in-app campaigns for a premium portfolio of streaming services that includes AMC+, Acorn TV, ALLBLK, Shudder, and Sundance Now
- Managed campaigns end-to-end including building ad-hoc campaigns within the email platform, routing campaign builds through necessary stakeholders, tracking campaign status, and deploying campaigns in international regions
- Developed and executed a best-in-class CRM program to keep subscribers streaming

Brandwise Media | NY, NY

Feb 2021 – Dec 2021

Personal Brand Strategist (Contract)

- Collaborate with account managers, designers, and copywriters to develop methods to enhance clients' brand visibility and market share
- Managed one of the highest-performing clients in the agency and boosted their engagement rate by 30% for a 90 - day campaign garnering about 6,000 likes for the campaign, with the highest post receiving 1,400 likes for their book launch.

- Developed digital marketing strategies that raised brand awareness, drove customer growth, improved a brand's positioning, and achieved critical campaign KPIs
- Delivered ideas and concepts to set clients apart from competitors, creating a strong position for market growth and recognition across various media channels and monitoring social media trends
- Determined and developed a client's unique voice and brand personality through brand standards to ensure a consistent brand story
- Prepared monthly brand strategy & metrics reports to present to clients and created monthly content calendars

Axis Insurance Services | Franklin Lakes, NJ

Sep 2018 – Feb 2021

Director of Marketing

- Oversaw all aspects of online, digital, and corporate marketing. Aided the company in generating \$70k in revenue in one year
- Managed the company's social media presence. Increased the number of followers by up to 40% each year.
- Managed the company's marketing automation software platforms, sending trigger-based Email campaigns
- Developed content for company website, blog, email campaigns, and sales & marketing collateral
- Created reports, benchmarks, and management tools to assist management in decision-making

ADDITIONAL EXPERIENCE

LJ Consulting | Beacon, NY

Jan 2016 – Present

Founder

- Provide website design, SEO, and digital marketing services to local small minority-owned businesses
- Create and deliver hands-on advisement and content resource guides for small business owners

American Marketing Association NJ Chapter

Dec 2019 – Aug 2022

AVP, Communications

- Provide strategic direction for all external AMA NJ communications including recruiting
- Managed Graphic Designer, Web Content Creator, Videographer, Photographer, Social Media Specialists, Content Specialists, and Email Marketing Specialists to create a unified AMANJ voice representative of the AMA NJ brand
- Used AMA Brand Strategy Guide to inform the design and creation of content on all AMANJ platforms
- Oversaw workflows for digital campaigns (email, newsletters, blog content, web content)

EDUCATION

MBA, Mount Saint Mary College | Newburgh, NY

May 2018

B.S. Business Management & Marketing Concentration, SUNY Empire State College | New York, NY

Aug 2014

SKILLS

- HubSpot
- Braze
- Hootsuite
- Constant Contact
- Blueshift
- Airtable
- Google Analytics
- Salesforce
- Mailchimp
- Slack
- MS Teams
- MS Office Suite
- Adobe Photoshop
- GoDaddy
- Wix