

Nisha Fields

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SUMMARY

Associate CRM Manager with seven years of experience building Email, SMS, audience, and **lifecycle marketing** programs for multi brand consumer businesses and agency clients. Leads end to end CRM deployment, from creative briefing through audience selection, journey logic, quality review, and launch. Connects segmentation, personalization, **first party data**, consent management, deliverability, and **paid media** activation into practical customer strategies. Builds **measurement frameworks** and executive reporting that link campaign behavior with business impact and investment decisions. Partners effectively with Brand, eCommerce, Media, Shopper Marketing, Analytics, Legal, Technology, and agency teams. Brings hands on knowledge of CDP ecosystems, identity resolution, data governance, authentication, U.S. and Canadian privacy considerations, and martech evaluation. Ready to contribute clear thinking, dependable execution, and consumer focused growth.

EXPERIENCE

Associate CRM and Audience Strategy Manager March 2024 - Present
Lakefront Consumer Brands *Chicago, IL*

Leads CRM and **audience strategy** across consumer brands, owning Email and SMS operations, first party activation, deliverability, measurement, and cross functional alignment.

- Led **Email** and SMS launches through briefing, audience selection, journey checks, and coordinated calendar reviews.
- Built reusable **segmentation** frameworks from behavioral and profile data for brand and eCommerce planning.
- Monitored **sender reputation**, **inbox placement**, authentication, and IP warming signals before major campaign releases.
- Turned test results on cadence, sequencing, and **personalization** into recurring CRM standards for teams.
- Connected consented first party audiences with Media, Analytics, Legal, Technology, and agency activation plans.

Senior CRM Strategist January 2022 - February 2024
Brightline Marketing Partners *Chicago, IL*

Directed CRM strategy for consumer accounts, connecting Email, SMS, automated journeys, CDP data, paid activation, deliverability, and executive recommendations.

- Directed Email, **SMS**, automated journey, and audience activation plans across varied consumer accounts.
- Mapped **CRM** and **CDP** attributes into segmentation frameworks that supported personalization and campaign goals.
- Built measurement plans that helped **marketing** leaders prioritize tests, performance questions, and investment decisions.
- Diagnosed **inbox placement** issues through reputation, authentication, and engagement signals for client remediation.
- Connected CRM learning with **paid social** and programmatic targeting for more consistent audience activation.

CRM Marketing Specialist June 2020 - December 2021
Prairie Commerce Group *Naperville, IL*

Executed retail and direct to consumer CRM programs, managing campaign setup, lifecycle journeys, consent workflows, analysis, **deliverability**, and partner presentations.

- Executed **Email** and SMS campaigns through audience setup, testing, approvals, scheduling, and reporting.
- Built onboarding, replenishment, engagement, and reactivation journeys from profile and behavioral attributes.
- Analyzed response patterns with **analytics** partners, guiding **segmentation** refinements and creative testing decisions.
- Maintained consent and suppression logic, supporting compliant sends and dependable audience counts.
- Presented CRM results and testing conclusions to **brand** and **eCommerce** partners in accessible language.

CRM Coordinator October 2019 - May 2020
Cityscape Digital Agency *Schaumburg, IL*

Supported agency CRM delivery through briefs, audience preparation, message builds, quality checks, documentation, reporting, and coordinated client handoffs.

- Prepared **Email** briefs, audience files, message builds, quality checks, schedules, and performance summaries.
- Checked audiences against **segmentation** rules, consent flags, and suppression requirements before scheduled sends.
- Maintained campaign records covering versions, audience criteria, approvals, and launch status for client teams.
- Compiled engagement and conversion results into standardized reports for strategist and client reviews.
- Coordinated creative, account, and analytics handoffs across consumer **CRM** campaign work.

PROJECTS

First Party Audience Activation Framework 📅 2026

Built a practical framework connecting consented CRM audiences with paid social, search, and programmatic activation. Clarified governance, identity resolution, measurement, and stakeholder handoffs.

Lifecycle Journey Testing Program 📅 2024

Created a structured testing approach for onboarding, replenishment, engagement, and reactivation journeys. Linked cadence, personalization, audience logic, and reporting into repeatable decisions.

LEADERSHIP & AWARDS

- CRM Strategy Recognition, Lakefront Consumer Brands, 2025
- Client Partnership Award, Brightline Marketing Partners, 2023
- Leadership recognition for clear performance storytelling and cross functional alignment, 2022

EDUCATION

Bachelor's Degree in Marketing

2019

Northern Illinois University GPA: 0

DeKalb, IL

Coursework: Marketing strategy, Consumer behavior, Marketing analytics, Digital marketing

CERTIFICATIONS

- Google Analytics Certification 📅 2026
- Email Marketing Certification 📅 2026

TECHNICAL SKILLS

- **CRM Platforms:** Email marketing, SMS marketing, CRM deployment
- **Marketing Automation:** Automated journeys, Campaign workflows, Lifecycle triggers
- **Audience Data:** First party data, Profile attributes, Behavioral data
- **Segmentation:** Audience segmentation, Personalization, Lifecycle marketing
- **Customer Data Platforms:** CDP activation, Identity resolution, Audience profiles
- **Deliverability:** Sender reputation, Inbox placement, IP warming
- **Authentication:** Authentication protocols, Consent management, Suppression logic
- **Measurement:** Measurement frameworks, Performance reporting, Campaign analytics
- **Paid Media:** Paid social, Search, Programmatic media
- **Data Governance:** Privacy compliance, Data governance, Consent frameworks
- **Marketing Technology:** Martech evaluation, Adtech evaluation, CRM integrations

SKILLS

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|---------------------|--------------------------|-----------------------|--------------------------|
| • CRM Strategy | • First Party Data | • Segmentation | • Test and Learn |
| • Email Marketing | • Marketing Automation | • Personalization | • Measurement Frameworks |
| • SMS Marketing | • Customer Data Platform | • Journey Design | • Data Governance |
| • Audience Strategy | • Audience Activation | • Lifecycle Marketing | |

PROFESSIONAL AFFILIATIONS

- Member, Association of National Advertisers
- Member, American Marketing Association

LANGUAGES

- English (Native)
- French (Beginner)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST