



# Demi Chambers

## CRM and Lifecycle Marketing Manager

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### SUMMARY

CRM and **lifecycle marketing** leader with 10 years of experience building personalized customer journeys for digital subscription, financial technology, and consumer platforms across United States and international markets. Leads onboarding, engagement, retention, conversion, and revenue programs across email, push, **in app**, and SMS channels. Uses Braze, audience segmentation, journey orchestration, **A/B testing**, personalization, **machine learning targeting**, and SQL analysis to connect customer behavior with measurable growth decisions. Partners closely with Product, Engineering, Product Marketing, Data Science, Analytics, and regional teams on launches, experimentation, reporting, and market expansion. Brings practical judgment to responsible generative AI use, campaign quality, and demanding delivery schedules. Supports growth teams with clear insights, better journeys, and disciplined execution.

### EXPERIENCE

#### Senior Lifecycle Marketing Manager

Atlas Fintech Labs 📅 April 2023 - Present 📍 Austin, TX

Leads lifecycle strategy for a multi market consumer finance platform, owning customer journeys, CRM execution, measurement, experimentation, and cross functional delivery across regional teams.

- Led Braze journeys across **email**, **push**, in app, and SMS for finance customers.
- Used SQL **segmentation** and behavioral signals to improve audience precision across markets.
- Set **KPI** cadences with Analytics, giving leadership clearer campaign investment choices.
- Diagnosed funnel gaps through testing, then rebuilt triggers and message sequences.
- Coordinated Product, **Engineering**, and regional launches against demanding release calendars.
- Introduced human reviewed **generative AI** workflows for faster campaign brief development.

#### Lifecycle Marketing Manager

Brightwave Consumer Platforms 📅 January 2020 - March 2023 📍 Denver, CO

Owned international CRM programs for subscription products, connecting onboarding, engagement, renewal, re engagement, reporting, and launch communications with **growth priorities**.

- Built Braze canvases linking email, push, in app, and **SMS** across markets.
- Wrote SQL audience queries that strengthened segmentation and **campaign analysis** workflows.
- Created reusable dashboards with Analytics partners for **retention** and **engagement** reporting.
- Tested message timing, offers, sequences, and channels to improve lifecycle decisions.
- Mapped **product** events and eligibility rules before coordinated launch communications.
- Presented journey friction findings to growth leaders, shaping prioritized optimization plans.

#### CRM Marketing Specialist

Cedar Street Digital 📅 July 2017 - December 2019 📍 Chicago, IL

Executed segmented **CRM** programs for consumer digital services, supporting campaign setup, quality assurance, audience logic, testing, launch communications, and performance reporting.

- Built behavioral audiences and checked suppression logic before scheduled customer sends.
- Maintained **onboarding** sequences, identifying activation stalls through journey performance reviews.
- Supported tests across subject lines, content, timing, and calls to action.
- Prepared launch reports with product marketers and analysts, linking messages with adoption.
- Created QA checklists that improved consistency across **email**, push, and **in app** execution.

#### Email Marketing Coordinator

Lakefront Membership Services 📅 October 2016 - June 2017 📍 Chicago, IL

### STRENGTHS

- 🔍 **Journey diagnosis**  
Found stalled activation points through funnel review, then reshaped triggers and message timing for smoother progress.
- 👥 **Cross functional delivery**  
Aligned Product, Engineering, Analytics, and regional teams when launch needs competed for attention.
- ♥️ **Measurement discipline**  
Built KPI routines and reporting conversations that helped leaders act on campaign evidence with confidence.
- ♥️ **Customer empathy**  
Started with customer behavior, not channel preference, and used that view to improve relevant journey moments.
- 🔧 **Practical experimentation**  
Tested sequence, timing, offers, and channels, then carried useful findings into broader lifecycle planning.

### SKILLS

Lifecycle strategy CRM platforms

Audience segmentation

Journey orchestration A/B testing

Personalization SQL analysis

Campaign measurement

KPI reporting Retention strategy

Engagement marketing

Conversion strategy

Revenue growth

International marketing

Cross functional leadership

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



- Senior Lifecycle Marketing Manager at Atlas Fintech Labs (3.5 Years)
- Lifecycle Marketing Manager at Brightwave Consumer Platforms (3.2 Years)
- CRM Marketing Specialist at Cedar Street Digital (2.4 Years)
- Email Marketing Coordinator at Lakefront Membership Services (8 Months)

Managed recurring email communications for a membership program, coordinating audience files, content, scheduling, quality checks, performance reporting, and renewal journeys.

- Produced scheduled **email** campaigns from audience files through final quality assurance.
- Segmented members using account and **engagement** attributes for accurate campaign eligibility.
- Monitored delivery, open, click, and **conversion** signals after each campaign send.
- Updated welcome and renewal sequences using calendar needs and customer feedback.
- Resolved missing creative and offer inputs before production milestones reached launch.
- Documented campaign settings and results for future lifecycle planning decisions.

## PROJECTS

### Global Activation Journey Program 📅 2024

Small journey gaps can shape large business outcomes. Built a cross market activation program using Braze, behavioral segmentation, testing, and channel coordination to improve early customer progress.

### Responsible Campaign Intelligence Workflow 📅 2023

Speed matters only when judgment stays present. Created a human reviewed generative AI workflow for campaign briefs and message variants, protecting brand quality, compliance review, and analytical discipline.

## LEADERSHIP & AWARDS

- Recognized by growth leadership for translating campaign evidence into clear retention priorities.
- Selected by cross functional partners to guide complex CRM launches across regional markets.
- Earned team recognition for practical quality checks that improved campaign readiness.

## EDUCATION

### Bachelor of Business Administration in Marketing

DePaul University 🎓 GPA: 3.7 📅 2016 📍 Chicago, IL

**Coursework:** Consumer behavior, marketing analytics, digital marketing, customer relationship management

## CERTIFICATIONS

- Braze Practitioner Certification 📅 2024
- Google Analytics Certification 📅 2023

## TECHNICAL SKILLS

- **CRM Platforms:** Braze, Iterable, CRM journey builders
- **Messaging Channels:** Email, mobile push, in app messaging
- **Audience Operations:** Audience segmentation, targeting, suppression logic
- **Journey Design:** Journey orchestration, onboarding flows, retention flows
- **Experimentation:** A/B testing, message testing, channel testing
- **Analytics Tools:** SQL, campaign analysis, funnel analysis
- **Reporting Systems:** KPI frameworks, reporting cadences, performance dashboards
- **Targeting Methods:** Personalization, machine learning targeting, behavioral signals
- **Data Partnerships:** Data Science, Analytics, event instrumentation
- **AI Applications:** Generative AI, human oversight, campaign brief workflows
- **Marketing Operations:** Campaign QA, launch planning, production scheduling

## PROFESSIONAL AFFILIATIONS

- Member, Association of National Advertisers, CRM and marketing technology community.
- Member, Chicago AMA, lifecycle marketing and customer experience network.

## ADDITIONAL INFORMATION

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

## REFERENCES

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AVAILABLE ON REQUEST