

Nichelle Norris

Email Marketing Manager | CRM Manager | Digital Marketing



nichelle.norris@hotmail.com



(201) 978-3394



[LinkedIn Profile](#)



[nichellenorris.com](#)

Summary

Accomplished CRM and marketing automation leader with 8+ years of experience developing, executing, and optimizing customer engagement strategies for fast-growing digital brands in the health & wellness and consumer sectors. Expertise in building omnichannel CRM programs across email, push, SMS, and in-app with a proven track record of delivering increased engagement and retention through data-driven strategies. Skilled in Salesforce Marketing Cloud, Eloqua, and hands-on HTML/CSS coding. Passionate about customer-centric innovation and cross-functional collaboration to drive continuous improvement and measurable business results.

Work Experience

Feb 2024 – Aug 2025

Remote

Marketing Automation Specialist

ABBVIE INC.

- Contributed to the development and scaling of complex automated CRM campaigns, ensuring 100% error-free implementation and delivery across email and SMS channels.
- Coordinated new retention and personalized nurture program initiatives, empowering the product and marketing teams to optimize customer journeys across healthcare verticals.
- Analyzed customer insights to inform campaign refinement and maximize engagement impact for wellness solutions.
- Lead QA and rigorous A/B testing to improve deliverability and boost campaign open rates by 18%.
- Monitored and analyzed key performance metrics (CTR, CTOR, unsubscribe rate, deliverability, pipeline influence, and revenue attribution) to develop data-backed optimization strategies that improved campaign ROI.

Jun 2023 – Oct 2023

New York

Marketing Analyst

FEDERAL HOME LOAN BANK of NEW YORK (FHLB NY)

- Create and manage active member contacts and distribution segmentation lists in Eloqua/Oracle CRM systems
- Create and report on email campaigns in Eloqua
- Serve as web administrator to custom WordPress website
- Create a project tracking system to monitor and report monthly regarding email communications and website updates.
- Construct custom Landing Pages and forms in Eloqua using HTML and CSS formatting

- Create infographics for reports using Adobe CC and Canva applications
- Troubleshooting webpages for syntax errors in Adobe Dreamweaver
- Create custom Google Analytics (GA4) reports using Looker Studio
- Create custom tagging conditions to record outbound click-through performance

Apr 2022 – Feb 2023
REMOTE

CRM Manger, Email Operations - Refer A Friend HELLO FRESH

- Managing audience data using Data Extensions and SQL Queries in Salesforce Marketing Cloud to implement personalized marketing strategies (~ 1.5M customers, among the 4 brands)
- Closely monitor major KPIs for Evergreen campaigns and A/B testing: Open Rates, Bounce Rate, Conversions (CVR), Online Referrals, Sessions, and Click-Through Rates (CTRs) using Tableau and Google Analytics.
- Spear-headed relaunch of monthly customer referral challenge by creating 6 cohorts based on the participation level and measuring each group's impact. Lower-level participation entries and winners increased by 25%
- Create, refine, and optimize D2C email, push notifications, and In-App message campaigns and journeys using Salesforce Marketing Cloud for evergreen and special promotions.
- Successfully launched a Refer A Friend program that resulted in a 20% increase in organic customer acquisition over 3 months.
- Increased customer referrals by 18% with the White Label brands, resulting in a 10% increase in overall referral conversions.
- Provide tracking strategies and framework for UTM codes to connect all marketing efforts.

Temporary assignment through 24 Seven Talent

Oct 2021 – May 2022
Remote

MARKETING AUTOMATIONS SPECIALIST MADGEX/WILEY

- Construct Roadmap whiteboards using Miro for Welcome, Engagement, Re-engagement, and Top Customer campaigns
- Strategized and implemented communication channels for email nurture campaigns
- Manage project schedules and timelines using Smartsheet with multiple stakeholders and teams
- Develop content and copy strategies for email delivery
- Successfully implemented marketing automation system, resulting in a 20% increase in lead conversion rate
- Build Automation maps using Active Campaign platform
- Approve and collaborate on email designs and frameworks
- Establish delivery cadence for each channel

Part-Time temporary assignment through Creative Circle

Mar 2021 – Mar 2022
PARSIPPANY, NJ

DIGITAL MARKETING SPECIALIST - CONTENT MIDEA AMERICA CORP.

- Created and implemented a workflow process for Product Marketing teams to submit updates and requests for website product detail pages thus reducing turnaround time by 50%

- Co-managed content and optimization strategy Midea Brand websites (Eureka, Toshiba Lifestyle, Pelonis, Midea, Comfee) using Adobe Experience Manager
- Monitoring daily and monthly website performance using Google Analytics tools to track User Visits, Sessions, Bounce Rates, Traffic sources, and Click-through Rates to provide insights into testing strategies and performance.
- Coordinate across multiple global departments and collaborate with external Creative Team and other agencies to design, build, and launch product campaigns
- Co-manage website improvement projects with IT department and external marketing agencies including SEO, Schema, XML, and content migration from Magnolia to Adobe Experience Manager system.
- Provide tracking strategies and framework for UTM codes to connect all marketing efforts.
- Use Agile methods for project sprints, bug fixes, personalization, and A/B testing plans for websites
- Manage and execute social platform post and schedules for Midea and Eureka channels using Sprout Social
- Coordinate with external Marketing Agencies on large-scale promotional campaigns
- Manage, execute, and report on website optimizations, A/B testing, provide insights and improvements to code
- Create and manage publishing calendars for web and social publishing using Monday.com

Apr 2020 – Sep 2020
Remote

**DIGITAL MARKETING MANAGER, EXPERIENCE OPTIMIZATION
AUDIBLE, AN AMAZON COMPANY**

- Co-owned content and optimization strategy for Audible's online store on Amazon's US Marketplace.
- Coordinated across multiple global departments (US, FR, EU, UK) and collaborate with an external Creative Team to design, build, and launch up to ten A/B testing experiments monthly on AMAZON.com US Marketplace
- Monitor and report site traffic and Trial Take Rates (TTRs) weekly to collaborate with multiple stakeholders to implement and execute national/global promotion campaigns.
- Provide tracking strategies and framework for UTM codes to connect all marketing efforts.
- Use Agile methods for project sprints, bug fixes, and A/B testing plans
- Manage all landing pages and links in the online storefront for various cohort user experiences.

Temporary assignment through Primus Software Corporation

2019 – 2020
Newark, NJ

**OPERATIONS & CUSTOMER SUCCESS ASSOCIATE
AUDIBLE, AN AMAZON COMPANY**

- Serve as primary Point of Contact to 80 AUDIBLE for Business client's for Tech Support, User Management, and Customer Service Requests.
- Responsible for training new hires and co-managing the team's workload
- Manage 80 micro-websites, with 80,000 users, and 3,000 content campaigns.
- Create and manage 24 training videos and instructional wikis using Confluence microsite
- Create, optimize, and manage workflows, SOPs, and documentation.

- Create tracking databases for tickets, and requests for multi-stakeholder visibility.
- Use Agile methods for project sprints, bug fixes, and A/B testing plans in coordination with Technical Project Management team.
- Managing Email list segmentation in collaboration with the Marketing team using Salesforce.
- Support Email Marketing campaigns in Salesforce Marketing Cloud (Pardot) .
- Reporting email campaign KPIs success to Client Success Managers: Open Rates, and Click-through Rates.
- Co-Managing Drip/Nurture Campaign cycles. Reporting email campaign success to Client Success Managers.

Temporary assignment through Primus Software Corporation

2018 – 2019

Florham Park, NJ

WEB CONTENT MANAGER

PRICEWATERHOUSE COOPERS

- Tasked with converting 1,000 Word and PDF documents for digitized migration of policies and terms in 3 months
- Responsible for hand-coding Word and PDF documents into interactive webpages using advanced knowledge of HTML/CSS in Adobe Dreamweaver.
- Collaborate with stakeholders on progress and blockers on projects.
- Perform page QA during the migration of webpages into Adobe Experience Manager
- Designing buttons and other controls for the site
- Creating mock-ups of the site for the client's approval
- Fixing any functionality issues, including the removal of dead links

Temporary assignment through Stefanini

2018 – 2018

Newark, NJ

WEB CONTENT MANAGER – EDITORIAL

AUDIBLE, AN AMAZON COMPANY

- Responsible for coordinating Editors' and Page Builder's tasks, providing progress trackers for Project Manager and Lead Editor
- Creating Product Detail Pages for audiobooks, and hand-coding components using HTML, JSON, and CSS.
- Conduct A/B testing of page components and track sessions and click-through rates (CTRs)
- Establish successful workflows for Editors and Builders to effectively complete page builds in a timely fashion.
- Interpret creative direction and adapt points from creative briefs into persuasive copy concepts.

Temporary assignment through VPC Consulting

2018 – 2018

Basking Ridge, NJ

EMAIL MARKETING & CRM SPECIALIST

VERIZON

- In charge of scheduling internal daily newsletter to 160,000 employees, globally.
- Coordinate email and print requests with marketing and facilities teams for special events.
- Create engaging content and images for email campaigns.
- Collaborate with multiple teams to create and implement email marketing campaigns.

- Build and maintain list segmentations using internal CRM tools.
- Conduct A/B testing on specified campaigns to track successful metrics among segmented lists.

Temporary assignment through LanceSoft

May 2008 – Mar 2017
East Rutherford, NJ

**ASSISTANT MARKETING DIRECTOR
MEADOWLANDS AREA YMCA**

- Took sole ownership of website migration and launch of 200+ pages and links into CMS system and completed within a 3-week timeline
- Strategize and implement Retention Marketing and lifecycle strategies for all funnels - Email, Social, Digital, Print, and Mobile
- 6 years of advanced hand-coding knowledge of HTML, CSS, and JavaScript to build and maintain websites - meadowlandsymca.org, and meadowlandfsc.org
- Monitor site traffic and email metrics to scale the marketing success of program promotions using major KPIs: Sessions, Registrations, Open Rates, and Click-through Rates
- Complete ownership of designing all print and digital promotions and event materials - including banners, brochures, posters, web pages, organic social, paid social ads, and more.
- Spearhead and managed YMCA's Social Media presence on Facebook, YouTube, Twitter, Instagram, Pinterest
- Maintain ~\$1.5M marketing budget for annual membership and program acquisitions
- Develop marketing strategy for Membership and Retention programming
- Write high-engagement social media content that increased social engagement by 35% and increase annual revenue by 10%
- Create and implement content calendars, email marketing, snail mailings, and advertising in collaboration with Marketing seasonal/annual initiatives.

Top Skills

| | | | |
|--|-----------|--|-----------|
| Marketing Strategy | ● ● ● ● ● | Project Management | ● ● ● ● ● |
| | | Workfront, Monday.com, JIRA, Confluence, Asana | |
| Marketing Automation | ● ● ● ● ● | Adobe CC Suite | ● ● ● ● ● |
| Content Management | ● ● ● ● ● | Hand-Coding | ● ● ● ● ● |
| CRM & Email Marketing | ● ● ● ● ● | HTML, CSS, JS, JSON, SQL, AMPScript | |
| Salesforce, Eloqua, Constant Contact, Oracle | | Analytics & Insights | ● ● ● ● ● |

Education

| | |
|---------------------------|--|
| 2006 – 2012 Newark, NJ | Information System, B.A. Rutgers University |
| 2004 – 2006 Newark, NJ | Computer Science, A.S. Essex County College |