

Nichelle Norris

Senior Email Operations Manager

Experienced Senior Email Operations Manager with over 17 years of CRM expertise, specializing in building and optimizing automated campaigns across Salesforce Marketing Cloud. Demonstrates a strong track record in leading cross-functional projects, improving engagement, and driving organic acquisition and customer retention through data-driven strategies. Adept at mentoring teams, analyzing complex data, and delivering high-impact solutions in fast-paced environments.

nichelle.norris@hotmail.com
linkedin.com/in/nichellenorris/
(732) 470-9426

Employment history

Marketing Automation Specialist

Feb 2024 – Aug 2025

ABBVIE INC. at Remote

- Built and scaled automated CRM campaigns for error-free email/SMS delivery
- Coordinated retention programs in Salesforce Marketing Cloud to refine customer journeys
- Led QA and A/B tests, raising open rates
- Automated segmented logic to target high-value cohorts
- Built modular email templates for personalization

Marketing Analyst

Jun 2023 – Oct 2023

FEDERAL HOME LOAN BANK of NEW YORK (FHLB NY) at New York

- Managed member lists and email campaigns in Eloqua and Oracle CRM
- Built and reported on custom landing pages, forms, and email performance
- Administered WordPress site and resolved web issues
- Designed A/B test frameworks and documented processes
- Compiled and visualized monthly campaign performance data

CRM Manager, Email Operations – Refer A Friend

Apr 2022 – Feb 2023

HELLO FRESH at Remote

- Managed audience data and segmentation using Salesforce Marketing Cloud and SQL Queries
- Monitored campaign KPIs with Tableau and Google Analytics, tracked open rates, conversions, CTRs
- Relaunched customer referral challenge, increasing entries and winners by 25%
- Launched Refer A Friend program, achieving 20% growth in organic acquisition
- Developed UTM tracking framework for unified marketing analytics

Marketing Automations Specialist (Part-Time)

Oct 2021 – May 2022

MADGEX/WILEY at Remote

- Built campaign roadmaps in Miro for multiple customer segments
- Planned and launched communication channels for email nurture campaigns

- Managed project schedules and timelines in Smartsheet with diverse teams
- Developed HTML/CSS email templates and validated cross-client rendering
- Coordinated content and design alignment via Confluence for timely asset delivery

Digital Marketing Specialist – Content

Mar 2021 – Mar 2022

MIDEA AMERICA CORP. at Parsippany, NJ

- Created workflow for product updates, reducing turnaround time by 50%
- Co-managed brand site content and optimization in AEM
- Tracked site performance and traffic sources using Google Analytics
- Led cross-functional website improvement and migration projects
- Provided UTM strategy to unify marketing efforts

Digital Marketing Manager, Experience Optimization

Apr 2020 – Sep 2020

AUDIBLE, AN AMAZON COMPANY at Remote

- Co-owned content and optimization strategy for Audible's Amazon US store
- Coordinated with global teams and external creatives to launch up to ten A/B tests monthly
- Monitored and reported site traffic and Trial Take Rates to inform promotion campaigns
- Defined tracking strategy and framework for UTM codes to connect marketing efforts
- Managed landing pages, HTML/CSS updates, and QA for multiple cohort user experiences

Operations & Customer Success Associate

2019 – 2020

AUDIBLE, AN AMAZON COMPANY at Newark, NJ

- Managed 80 client accounts, resolving technical issues and coordinating agile project sprints
- Audited and maintained 80 micro-websites, ensuring content accuracy and user accessibility
- Led email marketing operations, segmented lists, and reported KPIs to Client Success Managers
- Developed training resources and SOPs, streamlining onboarding and team workflows

Web Content Manager

2018 – 2019

PRICEWATERHOUSE COOPERS at Florham Park, NJ

- Converted 1,000+ documents for policy migration in 3 months
- Hand-coded documents into interactive webpages using HTML/CSS
- Coordinated with stakeholders to resolve blockers and report migration progress
- Audited and flagged outdated site content, reducing confusion
- Implemented QA checklist, cutting post-launch corrections

Web Content Manager – Editorial

2018

AUDIBLE, AN AMAZON COMPANY at Newark, NJ

- Coordinated editors' and page builders' tasks to streamline project workflows
- Created and maintained CMS templates in HTML, CSS, and JSON for 200+ audiobook pages
- Ran A/B tests on page components and tracked session data and CTRs to inform improvements
- Documented standardized page-build workflows in Confluence for process consistency
- Validated page renders across browsers and devices, resolving HTML/CSS issues before launch

Email Marketing & CRM Specialist

2018

VERIZON at Basking Ridge, NJ

- Scheduled internal newsletter for 160,000 employees
- Coordinated marketing and facilities requests for events
- Created copy and images for email campaigns
- Collaborated with teams to build and run email marketing campaigns

- Built and maintained CRM list segmentations

Assistant Marketing Director

May 2008 – Mar 2017

MEADOWLANDS AREA YMCA at East Rutherford, NJ

- Directed migration and launch of 200+ pages into CMS in three weeks
- Managed \$1.5M marketing budget, increasing social engagement 35% and revenue 10%
- Led retention marketing across email, social, digital, print, and mobile channels
- Built and maintained websites using HTML, CSS, JavaScript
- Designed and executed multi-channel membership campaign that boosted sign-ups

Education

B.A. in Information System

2006 – 2012

Rutgers University at Newark, NJ

A.S. in Computer Science

2004 – 2006

Essex County College at Newark, NJ

Courses

AI: Chat GPT | Dall-E | Jasper AI

Dec 2025

Coursiv

Photoshop

Adobe

Links

[Website](#)

Skills

Project Leadership	Stakeholder Management	Cross-Functional Collaboration	Process Optimization
Data Analysis	Strategic Planning	Emerging Technologies	Marketing Automation
Salesforce	Team Mentoring	Email Deliverability	Communication Skills
Analytics & Insights			