

Nichelle Norris

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PROFESSIONAL HIGHLIGHTS

MARKETING AUTOMATION & CRM STRATEGY

Expert in Salesforce Marketing Cloud, leveraging automation, segmentation, and personalization to deliver measurable performance improvements and customer engagement growth.

CONTENT DEVELOPMENT & LIFECYCLE MARKETING

Skilled in transforming data insights into compelling campaigns that strengthen brand voice, retention, and conversion rates across digital touchpoints.

CROSS-FUNCTIONAL PROJECT LEADERSHIP

Proven success leading collaborative teams, optimizing workflows, and aligning creative, technical, and strategic objectives to execute campaigns with precision and impact.

SKILLS

Email Marketing Campaign Management, Salesforce Marketing Cloud (SFMC), **Adobe Experience Manager (AEM)**, **Content Strategy**, **Content Writing**, Cross-Functional Collaboration, Data Analysis, Quality Assurance Testing (QAT), **Project Management (Email and Web)**, A/B Testing, CRM Systems, HTML, CSS, SQL, Analytic Reporting, Lifecycle Marketing Strategy, Problem Solving, Attention to Detail, Vendor Management, Google Analytics (G4), Personalization, ADA/WCAG, WordPress, Microsoft Office 365, Content Governance, Agile and Sprint Methodologies, Eloqua, ActiveCampaign,

WORK EXPERIENCE

ABBVIE | Marketing Automation Specialist

Feb 2024 – Aug 2025

- **Owned the end-to-end email marketing process**, coordinating **multi-stage approvals** and **QA workflows** through **Smartsheet**, ensuring flawless execution and alignment with broader marketing initiatives.
- **Built, tested, and deployed multi-touch email journeys** in **Salesforce Marketing Cloud (SFMC)** using **dynamic content, automation workflows, and advanced personalization**, increasing customer engagement by **25%**.
- **Maintained full ownership of the email marketing calendar**, collaborating with cross-functional teams to synchronize campaigns with business goals, product launches, and promotional initiatives.
- **Partnered with content, design, and data teams** to produce visually compelling, on-brand communications that delivered measurable engagement and retention improvements.
- **Streamlined campaign production workflows**, reducing turnaround times by **30%** through improved approval structures, QA processes, and data validation.
- **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.
- **Designed and executed A/B testing protocols** for subject lines, content blocks, CTAs, and send times, leveraging test insights to enhance open and click performance across audiences.
- **Applied SQL to query and analyze audience data**, supporting custom segmentation, automated triggers, and advanced campaign logic for more precise targeting.
- **Leveraged SQL and AMPscript** to build **dynamic, personalized email experiences** that strengthened customer engagement and conversion outcomes.
- **Implemented advanced list hygiene protocols** and deliverability monitoring to maintain sender reputation, improve inbox placement, and ensure compliance with global data standards.
- **Developed data-driven targeting and segmentation strategies**, continuously refining automation rules to deliver more relevant content and maximize engagement.

FEDERAL HOME LOAN BANK of NY (FHLBNY) | Marketing Analyst

Jun 2023 - Nov 2023

- **Owned and optimized member engagement strategies** by managing **segmentation lists** in **Eloqua/Oracle CRM**, improving targeting precision and campaign effectiveness across multiple member audiences.
- **Led the end-to-end execution of high-impact email campaigns** in **Eloqua**, overseeing build, QA, deployment, and

performance reporting to deliver actionable insights that informed future strategy.

- **Served as the primary Web Administrator** for the organization's **custom WordPress site**, ensuring exceptional site functionality, accessibility, and a seamless user experience through ongoing updates and enhancements.
- **Developed and implemented a comprehensive project tracking system**, providing **monthly reports on email and website performance** that improved visibility, accountability, and data-driven decision-making.
- **Engineered and deployed custom landing pages and interactive forms** in **Eloqua** using **HTML and CSS**, blending clean design with technical precision to increase engagement and lead capture.
- **Diagnosed and resolved website syntax and rendering issues** using **Adobe Dreamweaver**, maintaining high performance and usability standards.
- **Designed and automated GA4 dashboards in Looker Studio**, delivering real-time analytics and campaign performance visualizations for leadership and stakeholder reporting.
- **Enhanced dynamic email communications** by hand-coding responsive components in **Eloqua**, improving deliverability, engagement rates, and overall conversion outcomes.
- **Collaborated cross-functionally** with IT, Marketing, and Analytics teams to streamline workflows, enforce brand standards, and ensure project milestones were met on schedule.

HELLO FRESH | CRM Manager, Email Operations - Refer A Friend

Apr 2022 - Feb 2023

- **Owned the relaunch and execution of HelloFresh's customer referral program**, increasing participation and referral conversions by **25%** through targeted messaging and refined automation strategies.
- **Led content development and creative strategy** for email campaigns across **HelloFresh and its white-label brands (Green Chef, Factor, and EveryPlate)**, ensuring cohesive brand storytelling and high-impact design execution.
- **Created and optimized direct-to-consumer (D2C) email campaigns and customer journeys** within **Salesforce Marketing Cloud**, driving a **20% increase in organic customer acquisition** and improved retention metrics.
- **Developed new automation initiatives** including specialized cohort messaging, audience segmentation, and personalized content strategies that enhanced engagement across key lifecycle touchpoints.
- **Managed and maintained brand-owned CRM data** across marketing automation channels, overseeing data activation, tracking, and measurement to ensure accuracy and campaign efficiency.
- **Utilized Data Extensions and SQL Queries** in Salesforce Marketing Cloud to personalize marketing strategies, optimize targeting, and strengthen customer loyalty.
- **Provided actionable, data-driven consumer insights** across lifecycle and multi-channel touchpoints, helping to refine brand messaging and inform broader business decisions.
- **Monitored campaign KPIs and A/B testing performance** using **Tableau**, translating findings into strategic recommendations that drove continuous campaign optimization and ROI growth.
- **Collaborated cross-functionally** with creative, analytics, and brand teams to deliver cohesive email marketing campaigns that supported **HelloFresh's D2C eCommerce objectives**, launches, and promotional activities.

FWD PEOPLE | Freelance Email Marketing Specialist

May 2022 - Oct 2022

- **Served as the primary liaison between the marketing team and external clients**, managing project requests, establishing clear timelines, and ensuring seamless communication and on-time delivery.
- **Owned the development and management of audience segmentation lists** within internal CRM systems, improving data precision and enabling more effective, targeted marketing campaigns.
- **Coordinated and executed multi-channel marketing projects** with external vendors and creative partners using **Workfront** and **Google Sheets**, streamlining workflows and increasing operational efficiency by **20%**.
- **Designed and hand-coded dynamic email templates and components** using **HTML and CSS** across **Marketo, Mailchimp, and Salesforce Marketing Cloud**, producing visually engaging and high-performing campaigns.
- **Enhanced email design and user experience** by editing and formatting visual assets in **Adobe XD**, ensuring brand consistency and maximizing engagement across devices.
- **Supported the QA and testing process** for all outgoing campaigns, verifying responsive design, rendering accuracy, and compliance with brand and accessibility standards.
- **Collaborated with creative and strategy teams** to translate business objectives into compelling digital communications, strengthening brand voice and message alignment.

MADGEX, A WILEY COMPANY | Marketing Automations Specialist

Oct 2021 - May 2022

- **Owned and executed end-to-end lifecycle marketing strategy**, crafting **Roadmap whiteboards in Miro** to guide Welcome, Engagement, and Re-engagement campaigns, ensuring clear alignment and effective delivery.
- **Developed and optimized content and copy strategies** for email marketing, ensuring all communications were targeted, on-brand, and aligned with key business objectives.
- **Built and managed automation maps** within the **ActiveCampaign platform**, creating multi-step nurture journeys that improved personalization and campaign performance.
- **Designed and implemented communication frameworks** for email nurture campaigns, delivering precise audience segmentation and message targeting that increased engagement rates by **22%**.
- **Approved and collaborated on email designs and frameworks**, maintaining visual consistency, accessibility

standards, and alignment with brand identity.

- **Managed cross-functional collaboration** across marketing, design, and data teams to ensure cohesive messaging, timely execution, and seamless campaign launches.
- **Established and refined delivery cadence** across multiple channels, optimizing send frequency and timing for maximum engagement and deliverability.
- **Implemented a marketing automation system** that streamlined campaign management and reporting, resulting in a **20% increase in lead conversion rates** and reduced manual workload for the team.
- **Oversaw project timelines and deliverables** in **Smartsheet**, ensuring all milestones were met and campaign assets were delivered on schedule.

MIDEA AMERICA CORP | Digital Marketing Specialist

Mar 2021 - Mar 2022

- **Co-led content and optimization strategy** for multiple **Midea brand websites** (*Eureka*, *Toshiba Lifestyle*, *Pelonis*, *Midea*, and *Comfee*) using **Adobe Experience Manager (AEM)**, improving site efficiency and overall user experience.
- **Directed cross-functional collaboration** across global departments and partnered with external creative teams and agencies to **design, build, and launch high-performing product campaigns**, increasing digital engagement by **20%**.
- **Managed and executed social media content calendars** for **Midea** and **Eureka** using **Sprout Social**, maintaining consistent brand voice and boosting follower engagement by **15%**.
- **Coordinated with external marketing agencies** to plan and execute **special promotional campaigns**, driving increased brand awareness and customer conversions.
- **Oversaw A/B testing and website optimization initiatives**, analyzing results and implementing code improvements that enhanced load speed and user interaction by **25%**.
- **Created and managed publishing calendars** for both web and social channels using **Monday.com**, aligning marketing timelines and ensuring timely campaign execution.
- **Collaborated closely with IT and agency partners** to co-manage large-scale website enhancement projects, ensuring seamless functionality, SEO compliance, and brand alignment.
- **Applied Agile methodologies** to manage project sprints, prioritize development tasks, and accelerate delivery cycles for digital campaigns and bug resolutions.
- **Developed and implemented a web publishing workflow process** for Product Marketing Managers (PMMs), reducing content submission turnaround times by **50%** and improving cross-team efficiency.

CAPITAL AREA YMCA | Freelance Social Media Manager

May 2020 - Jan 2022

- **Owned and led the YMCA's social media strategy** across Facebook, Instagram, Twitter, YouTube, and Pinterest, driving consistent growth in community engagement and brand visibility.
- **Developed and executed comprehensive digital marketing campaigns** for membership acquisition and retention, aligning messaging with the organization's mission and seasonal initiatives.
- **Created and curated high-engagement social media content** that authentically represented the brand's voice and strengthened community connection.
- **Produced multimedia assets**—including graphics, videos, and short-form content—to support campaigns and storytelling, resulting in a **30% increase in engagement** across key channels.
- **Analyzed audience insights and performance data** to refine content strategies, optimize posting schedules, and boost organic reach.
- **Collaborated with program directors and community partners** to amplify awareness of events, classes, and initiatives through targeted digital content.
- **Established and managed content calendars** to ensure cohesive messaging and consistent posting cadence across all social platforms.
- **Monitored trends and emerging platforms** to identify new engagement opportunities and keep the organization's digital presence relevant and dynamic.

AUDIBLE, AN AMAZON COMPANY | Digital Experience Manager (Amazon.com)

Feb 2019 - Jan 2020

- **Co-owned content and optimization strategy** for **Audible's online store on Amazon's U.S. Marketplace**, contributing to a **15% increase in conversion rates** and improved visibility for key audiobook titles.
- **Led cross-functional coordination** across global departments (U.S., FR, EU, UK) and collaborated with external creative teams and consultants to **design, build, and launch up to 10 A/B testing experiments monthly**, improving landing page engagement by **20%**.
- **Monitored and analyzed site traffic and Trial Take Rates (TTRs)** weekly, delivering insights that guided strategic decisions for **global promotional campaigns**, resulting in a **10% lift in trial activations**.
- **Partnered with marketing, analytics, and e-commerce teams** to implement national and international promotions, expanding customer reach and contributing to a **25% growth in campaign participation**.
- **Applied Agile methodologies** to manage project sprints, prioritize bug fixes, and execute iterative A/B testing plans, reducing turnaround time on site updates by **30%** and enhancing team efficiency.
- **Owned the management of all landing pages and links** across the online storefront, optimizing cohort-based user

experiences that improved click-through rates (CTRs) by **18%**.

- **Collaborated with product and analytics teams** to identify optimization opportunities, streamline site navigation, and deliver continuous improvements that strengthened the customer journey and retention.

AUDIBLE, AN AMAZON COMPANY | Marketing Operations Associate **Feb 2019 - Jan 2020**

- **Served as the primary Point of Contact** for over **80 Audible for Business clients**, resolving an average of **95% of technical support and service requests within SLA**, ensuring seamless user experiences and client satisfaction.
- **Directed operations for 80+ micro-websites** serving **80,000 users** and supporting **3,000+ content campaigns**, improving site consistency and reducing content deployment errors by **30%** through proactive quality control.
- **Produced and managed** a library of **24 training videos and instructional wikis** in Confluence, increasing onboarding efficiency and knowledge-sharing across teams by **40%**.
- **Partnered with Client Success Managers and Associates** to develop and refine **SOPs, workflows, and documentation**, streamlining daily processes and cutting task completion times by **25%**.
- **Developed tracking databases** for tickets and project requests, improving cross-team visibility and accountability, resulting in a **20% reduction in follow-up delays**.
- **Implemented Agile methodologies** to manage project sprints, prioritize bug fixes, and execute A/B testing plans, increasing delivery speed and campaign optimization by **15%**.
- **Collaborated with the Marketing team** to manage audience segmentation in **Salesforce**, improving targeting accuracy and campaign deliverability rates by **10%**.
- **Supported full lifecycle Email Marketing campaigns** in **Salesforce Marketing Cloud (Pardot)**, contributing to a **12% lift in open rates** and **9% higher click-through rates** through improved personalization and QA.
- **Co-managed Drip and Nurture Campaign cycles**, delivering consistent reporting and insights to Client Success Managers that informed strategic engagement improvements and boosted retention metrics by **8%**.

PRICEWATERHOUSE COOPERS | Web Content Manager **Nov 2018 - Feb 2019**

- **Led the conversion** of Word and PDF documents into fully responsive webpages using HTML and CSS within Adobe Dreamweaver, ensuring brand consistency and accessibility across platforms.
- **Partnered with key stakeholders** to communicate project milestones, identify roadblocks, and implement effective solutions that kept projects on schedule and aligned with business goals.
- **Directed quality assurance (QA)** testing during the migration of webpages into **Adobe Experience Manager (AEM)**, ensuring seamless functionality, visual accuracy, and superior user experience.
- **Designed and implemented** interactive site elements, including buttons and navigational controls, to enhance usability and engagement.
- **Developed and presented** detailed mock-ups for client approval, translating creative direction into intuitive and visually appealing web layouts.
- **Proactively identified and resolved** functionality issues, including broken links and design inconsistencies, maintaining site integrity, and optimizing overall performance.

AUDIBLE, AN AMAZON COMPANY | Web Content Manager **Jul 2018 - Oct 2018**

- **Served as the central Assets Manager** between Editors and Page Builders, streamlining communication and maintaining progress trackers to ensure transparency for Project Managers and Lead Editors.
- **Developed and launched** high-quality Product Detail Pages for audiobooks using **HTML, JSON, and CSS**, optimizing layouts for both functionality and user engagement.
- **Designed and executed** comprehensive **A/B testing strategies** to evaluate page performance and inform data-driven design enhancements.
- **Established and refined** workflow systems for Editors and Builders, significantly improving efficiency and reducing turnaround times for page production.
- **Translated creative briefs into compelling copy concepts**, aligning storytelling and visual design to strengthen brand voice and conversion outcomes.

VERIZON | Email Marketing & CRM Specialist **Feb 2018 - May 2018**

- **Directed the planning and execution** of the internal daily newsletter reaching over **160,000 global employees**, ensuring consistent, timely, and impactful company-wide communication.
- **Authored and curated** high-engagement digital content that reflected the brand's tone and values, strengthening employee connection and engagement across channels.
- **Coordinated and managed** cross-functional requests for email and print materials with Marketing and Facilities teams to support special events and organizational initiatives.
- **Developed and designed** compelling email content and visuals that enhanced engagement and delivered measurable results across internal communications.
- **Led collaborative efforts** with multiple departments to conceptualize, create, and implement targeted email marketing campaigns that align with key business goals.

- **Built and optimized** CRM list segmentations to ensure precise audience targeting, improved deliverability, and more effective message personalization.
- **Executed A/B testing strategies** across segmented lists to analyze performance metrics, identify engagement trends, and continuously refine campaign effectiveness.

MEADOWLANDS AREA YMCA | Assistant Marketing Director

May 2008 - Apr 2017

- Served as **Webmaster** for *MeadowlandsYMCA.org* and *MeadowlandsFSC.org*, overseeing all aspects of website strategy, design, and functionality to ensure an optimal user experience.
- **Led and grew** the YMCA's multi-platform social media presence across Facebook, YouTube, Twitter, Instagram, and Pinterest, driving engagement and strengthening brand visibility within the community.
- **Developed and executed** comprehensive marketing strategies to boost membership acquisition and retention, aligning campaigns with organizational goals and audience insights.
- **Authored and curated** high-performing social media content that amplified the YMCA's voice, mission, and impact across all digital channels.
- **Designed and implemented** lifecycle and retention marketing strategies to enhance member engagement and program participation.
- **Utilized advanced technical expertise** in HTML, CSS, and JavaScript to build, optimize, and maintain the organization's websites for six consecutive years, ensuring functionality and brand consistency.
- **Owned the creation and management** of content calendars, email campaigns, direct mailings, and advertising initiatives in coordination with seasonal and annual marketing goals.
- **Analyzed and reported** on site traffic and email performance metrics, leveraging insights to scale campaign effectiveness and improve program promotion outcomes.

EDUCATION

Rutgers University

Bachelor of Arts, Information Systems

Essex County College

Associates of Science, Computer Science