



Cecilia Barker

CRM Campaign Coordinator

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SUMMARY

CRM campaign professional with more than five years coordinating lifecycle marketing across email, mobile app, SMS, and push channels in retail and loyalty environments. Translates campaign briefs into accurate execution, connecting objectives, messaging, audiences, assets, approvals, legal review, quality checks, and reporting. Manages **customer journeys** across touchpoints with Braze, campaign calendars, documentation, **A/B testing**, and performance data. Works closely with Product Owners, **subject matter experts**, creative partners, legal teams, agencies, and external vendors, keeping concurrent deadlines visible and deliverables moving. Experience includes offer **terms and conditions**, regulatory review coordination, audience targeting, technical functionality checks, and post campaign analysis. Brings practical campaign operations that support consistent customer experiences, stronger engagement, and informed improvements across each lifecycle communication.

EXPERIENCE

CRM Campaign Specialist

GulfPoint Convenience Group 📅 January 2024 - Present 📍 Houston, TX

Owns Braze lifecycle campaign delivery across email, app, SMS, and push channels. Coordinates briefs, journeys, targeting, legal review, **quality assurance**, calendars, reporting, and testing while keeping stakeholders aligned across concurrent launches.

- Built Braze journeys across email, app, SMS, and push, improving launch consistency across touchpoints.
- Translated **campaign briefs** into channel plans, aligning objectives, messaging, assets, approvals, and delivery dates.
- Coordinated **legal review** of offer **terms and conditions**, protecting accuracy across customer communications.
- Checked content, audiences, links, and **technical functionality** before launch, reducing avoidable campaign issues.
- Maintained calendars and documentation, giving **Product Owners** and partners clear visibility into delivery status.
- Reviewed campaign reporting and A/B test results, shaping practical improvements for later customer journeys.

CRM Marketing Coordinator

Bayou Retail Services 📅 June 2021 - December 2023 📍 Sugar Land, TX

Delivered loyalty and **digital engagement** campaigns across owned channels, coordinating Product Owners, subject matter experts, agencies, approvals, reporting, and customer lifecycle improvements for retail audiences.

- Coordinated loyalty campaigns across owned channels, connecting briefs, assets, **approvals**, and performance **reporting**.
- Managed stakeholder timelines with Product Owners, agencies, **subject matter experts**, and external campaign partners.
- Verified targeting, content, links, and offer details during **quality assurance** reviews before scheduled sends.
- Maintained **campaign calendars** and decision records, creating smoother handoffs across concurrent marketing work.
- Supported A/B tests and analyzed campaign results, recommending message and audience refinements.
- Resolved delivery blockers through clear stakeholder follow up, keeping customer communications aligned with business requirements.

Marketing Operations Associate

MetroLoyalty Partners 📅 June 2019 - May 2021 📍 Katy, TX

STRENGTHS

- 📅 **Campaign coordination**
Kept briefs, assets, approvals, calendars, and launch details connected across several active retail campaigns.
- ✅ **Quality assurance**
Caught content, audience, link, and functionality issues before release. Colleagues came back for a second review.
- 👥 **Stakeholder partnership**
Kept Product Owners, legal teams, agencies, and subject matter experts aligned when campaign details shifted.
- 🧠 **Customer journey thinking**
Viewed each message as part of a connected experience, helping teams keep email, app, SMS, and push consistent.
- ♥️ **Performance improvement**
Used reporting and A/B test findings to suggest practical message and audience changes for later sends.

SKILLS

CRM Braze Email SMS

Customer Journeys

Digital Engagement

Campaign Briefs

Quality Assurance Legal Review

A/B Testing Campaign Calendars

Post Campaign Reporting

Lifecycle Marketing

Audience Targeting

Push Notifications

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● CRM Campaign Specialist at GulfPoint Convenience Group (2.7 Years)

● CRM Marketing Coordinator at Bayou Retail Services (2.5 Years)

● Marketing Operations Associate at MetroLoyalty Partners (1.9 Years)

Supported customer lifecycle campaign setup and multichannel execution for retail clients, with focus on documentation, audience checks, content quality, reporting, and reliable operational handoffs.

- Set up lifecycle campaigns for retail clients, checking audiences, **content**, channels, and scheduled delivery details.
- Performed content quality checks across **email**, **SMS**, app, and push communications before release.
- Documented campaign decisions, review steps, and dependencies, improving visibility for client and **internal teams**.
- Prepared post campaign reporting that helped account teams connect activity with customer engagement results.
- Supported customer journey updates by coordinating **assets**, approvals, audience requirements, and technical checks.
- Tracked execution issues through resolution, giving stakeholders timely updates and clearer delivery ownership.

PROJECTS

Retail Loyalty Journey Optimization 📅 2026

Mapped connected email, app, SMS, and push touchpoints for a retail loyalty audience. Reviewed audience logic, content quality, approvals, and reporting needs, then identified practical opportunities for clearer handoffs and stronger follow through.

Braze Campaign Quality Framework 📅 2025

Created a repeatable review approach for briefs, targeting, content, links, terms, and technical functionality. Documentation helped campaign partners work from shared checkpoints before launch and during post campaign review.

LEADERSHIP & AWARDS

- Braze Certified Marketer recognition, 2026, reflecting current platform knowledge and campaign operations capability.
- Google Analytics Certification achievement, 2025, supporting practical use of performance data in marketing decisions.
- Cross functional campaign leadership recognition for dependable coordination across retail loyalty launches and partner approvals.

EDUCATION

Bachelor's Degree in Marketing

University of Houston 🎓 GPA: 4.0 📅 2019 📍 Houston, TX

Coursework: Customer Lifecycle Marketing, Digital Marketing, Consumer Behavior, Marketing Analytics

CERTIFICATIONS

- Braze Certified Marketer 📅 2026
- Google Analytics Certification 📅 2025

TECHNICAL SKILLS

- **CRM Platforms:** Braze, CRM campaign tools, customer databases
- **Messaging Channels:** Email, SMS, push notifications
- **Mobile Engagement:** Mobile app messaging, in app campaigns, mobile journeys
- **Campaign Operations:** Campaign briefs, campaign calendars, launch schedules
- **Customer Lifecycle:** Customer journeys, lifecycle marketing, loyalty marketing
- **Quality Assurance:** Content QA, audience QA, technical functionality checks
- **Testing Methods:** A/B testing, control groups, test audience reviews
- **Analytics Tools:** Google Analytics, campaign reporting, performance analysis
- **Compliance Review:** Legal review, terms and conditions, regulatory compliance
- **Stakeholder Tools:** Product Owner collaboration, agency coordination, external partner management

- **Documentation Systems:** Campaign documentation, decision records, review checklists

PROFESSIONAL AFFILIATIONS

- Braze community participant, staying connected with lifecycle campaign practices and platform discussions.
- American Marketing Association member, engaging with marketing operations, analytics, and customer engagement peers.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST