

# Jisoo Barnett

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## SUMMARY

Promotions marketing leader with 11 years of experience building consumer campaign calendars across **subscription, marketplace**, and digital commerce businesses. Leads promotional strategy from planning through launch, live performance management, post campaign analysis, and next cycle decisions across multiple brands. Translates pricing guardrails, **eligibility rules**, cadence limits, and **commercial policy** into practical campaign plans that protect customer experience and financial goals. Partners closely with Pricing, Legal, Data Science, lifecycle, creative, channel, regional, and commercial teams to establish clear briefs, firm dependencies, and coordinated execution. Uses forecasting, experimentation, incrementality analysis, targeting, offer mix, and performance reporting to improve promotional decisions. Brings thoughtful collaboration, sound judgment, and hands on campaign leadership that can support stronger growth and more consistent customer experiences.

## EXPERIENCE

### Senior Promotions Marketing Manager

January 2023 - Present

Northstar Learning Market

Denver, CO

Owns an annual **promotional calendar** for two consumer learning brands, guiding campaign strategy, briefs, forecasting, execution, performance reviews, and post campaign decisions.

- Owned two brand promotional calendars, aligning revenue goals, audience needs, offer strategy, and commercial constraints.
- Built campaign briefs connecting lifecycle, paid media, onsite, email, creative, regional, pricing, and analytics teams.
- Partnered with **Pricing** and Legal to document **discount guardrails**, eligibility rules, cadence limits, and approved exceptions.
- Led daily performance reviews using conversion, revenue, redemption, and customer experience signals for timely campaign adjustments.
- Directed forecasting and experiment plans with **Data Science**, separating promotional lift from expected baseline demand.
- Presented post campaign findings to marketing leaders, turning execution evidence into stronger next cycle decisions.

### Promotions Marketing Manager

March 2020 - December 2022

Summit Subscription Commerce

Boulder, CO

Managed subscription and marketplace promotions across web and mobile channels, coordinating shared calendars, campaign briefs, stakeholder dependencies, live optimization, and post campaign learning.

- Managed overlapping subscription and marketplace campaigns across web and mobile against one shared commercial calendar.
- Created briefs covering eligibility, offer mechanics, channel roles, creative needs, launch dates, measurement, and escalation paths.
- Coordinated creative, lifecycle, product marketing, regional, and channel owners against firm milestones and launch dependencies.
- Worked with pricing analysts to assess discount depth and offer cadence within approved financial guardrails.
- Monitored customer journeys and campaign results, organizing mid flight changes when performance or experience shifted.
- Led post mortems using reporting and experiment results to refine targeting, timing, and future offer combinations.

### Lifecycle Marketing Manager

May 2017 - February 2020

Evergreen Digital Marketplace

Fort Collins, CO

Led lifecycle programs across acquisition, activation, retention, and re engagement for a digital marketplace, connecting recurring promotions with audience testing, cross channel delivery, and performance learning.

- Managed lifecycle programs across acquisition, activation, retention, and re engagement for recurring marketplace promotions.
- Developed email, push, onsite, and paid retargeting plans with consistent message sequencing and offer presentation.
- Built audience and offer tests with analytics partners, documenting hypotheses, controls, success measures, and follow up decisions.
- Analyzed segment performance to identify behavioral patterns that informed targeting changes and later campaign sequencing.
- Coordinated lifecycle calendars with merchandising, creative, and regional teams around high priority marketplace promotions.
- Documented campaign outcomes in performance reviews, giving partners clearer evidence for future promotional planning.

### Campaign Marketing Specialist

July 2015 - April 2017

Canyon Peak Media

Colorado Springs, CO

Executed consumer campaigns across email, web, social, and partner channels, building production schedules, launch controls, reporting routines, and early optimization practices.

- Executed consumer campaigns across email, web, social, and partner channels using detailed launch schedules.
- Coordinated creative assets, audience files, offer details, and channel deadlines for concurrent campaign launches.
- Maintained calendars and status records, giving stakeholders a reliable view of approvals and launch readiness.
- Compiled channel and web analytics reports, highlighting response patterns for manager review and planning discussions.
- Supported message, timing, and offer tests by validating setup and maintaining clear experiment documentation.
- Prepared post campaign summaries connecting execution observations with response data for practical optimization discussions.

PROJECTS

Multi Brand Promotional Calendar 📅 2025

A calendar can become a shared operating system. Coordinated promotional windows, offer structures, dependencies, and decision points across two consumer brands, creating clearer execution and stronger next cycle planning.

Incrementality Testing Framework 📅 2024

Discounts reveal less than they promise without a control. Structured audience tests, baseline comparisons, and post campaign analysis that helped separate promotional lift from expected demand.

Cross Channel Offer Planning 📅 2023

Customers experience one promotion, not separate channels. Mapped email, onsite, paid, push, and regional touchpoints into cohesive offer journeys with clearer ownership and launch timing.

LEADERSHIP & AWARDS

- Recognized by marketing leadership for connecting campaign performance reviews with practical calendar improvements.
- Selected as a peer facilitator for Consumer Growth Marketing Roundtable discussions in 2024.
- Earned team recognition for resolving campaign dependencies before customer facing launch dates.

EDUCATION

Bachelor of Science in Marketing

2015

Colorado State University GPA: 3.5

Fort Collins, CO

*Coursework: Marketing analytics, consumer behavior, promotional strategy, project management*

CERTIFICATIONS

- Marketing Analytics Certificate 📅 2021
- Advanced Experimentation for Marketing 📅 2024

TECHNICAL SKILLS

- **Campaign Planning:** Promotional calendars, campaign briefs, go to market planning
- **Marketing Channels:** Email, push, onsite, paid media
- **Analytics Platforms:** Web analytics, campaign reporting, performance dashboards
- **Experimentation Methods:** A B testing, control groups, incrementality analysis
- **Promotion Economics:** Discount depth, offer mix, cadence limits
- **Audience Strategy:** Targeting, eligibility rules, audience segmentation
- **Lifecycle Marketing:** Acquisition, activation, retention
- **Project Management:** Dependency tracking, firm dates, launch checklists
- **Stakeholder Systems:** Pricing, Legal, Data Science
- **Commerce Models:** Subscription marketing, marketplace marketing, digital commerce

SKILLS

- |                           |                       |                        |                           |
|---------------------------|-----------------------|------------------------|---------------------------|
| • Promotions Marketing    | • Lifecycle Marketing | • Legal Partnership    | • Incrementality Analysis |
| • Campaign Planning       | • Go To Market Briefs | • Data Science         | • Targeting               |
| • Cross Channel Marketing | • Pricing Strategy    | • Campaign Forecasting | • Offer Mix               |
| • Campaign Management     | • Commercial Policy   | • Experimentation      |                           |

PROFESSIONAL AFFILIATIONS

- Colorado Digital Marketing Association, Mentorship Program Volunteer, 2022 - Present.
- Consumer Growth Marketing Roundtable, Peer Facilitator, 2024 - Present.

LANGUAGES

- English (Native)
- Korean (Intermediate)

ADDITIONAL INFORMATION

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

## REFERENCES

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AVAILABLE ON REQUEST