

Selena Yoder

📞 (512) 555-6732 ✉️ selena.yoder@example.com 🔗 [linkedin.com/example/selenayoder](https://www.linkedin.com/example/selenayoder) 📍 Austin, TX 78704

SUMMARY

Senior Integrated Campaign Manager with 11 years building cross channel go to market programs for **D2C** subscriptions, digital **content**, and consumer launches. Leads campaigns from business case development and impact sizing through positioning, creative development, channel orchestration, launch, measurement, and quarterly planning. Connects **On Platform Marketing**, CRM, Paid Media, lifecycle marketing, product, content, category, creative, and Data Science teams around clear launch plans. Translates revenue, engagement, purchase, renewal, and **learner lifetime value** goals into practical briefs, success metrics, milestones, sequencing decisions, and scope recommendations. Uses performance analysis to prioritize future initiatives across multiple brands and platforms. Creates shared clarity across competing priorities while protecting delivery timing, audience value, and measurable campaign outcomes.

EXPERIENCE

Senior Integrated Campaign Manager

May 2022 - Present

Brightpath Learning Media

Austin, TX

Leads integrated campaign planning for subscription learning content across two consumer brands, connecting launch strategy, channel execution, measurement, and quarterly prioritization.

- Owned **subscription** content calendars across web, CRM, **paid media**, and product placements.
- Framed launches with revenue goals, audience opportunity, **success metrics**, positioning, and milestones.
- Aligned creative, lifecycle, **product**, and media teams through concise **campaign briefs**.
- Resolved overlapping launch conflicts using capacity, dependencies, content value, and modeled impact.
- Partnered with **Data Science** on post launch analysis and quarterly campaign prioritization.
- Coordinated seasonal programs across two brands with distinct positioning and reporting.

Integrated Marketing Lead

January 2019 - April 2022

VistaStream Subscriptions

Dallas, TX

Directed go to market planning for digital content packages and subscription promotions, aligning acquisition, engagement, renewal, channel delivery, and analytical decision making.

- Led launch planning for content packages supporting acquisition, purchase, **engagement**, and **renewal**.
- Unified **CRM**, paid media, product, **creative**, merchandising, and analytics teams around milestones.
- Sized opportunities with audience, conversion, promotion, and content consumption data.
- Set launch positioning and translated strategy into email, onsite, paid, and product briefs.
- Resolved resource conflicts through documented scope and timing decisions across concurrent programs.
- Turned performance analysis into recommendations for cadence, targeting, and content emphasis.

Campaign Marketing Manager

July 2016 - December 2018

Mosaic Consumer Media

Chicago, IL

Managed integrated campaigns for consumer digital releases across owned channels, paid media, product placements, and lifecycle communications within a multi brand environment.

- Managed digital release campaigns across owned channels, **paid media**, product, and **lifecycle** communications.
- Built audience focused briefs covering release value, positioning, milestones, and engagement goals.
- Maintained calendars for recurring releases and seasonal promotions, surfacing dependency conflicts early.
- Compared audience, channel, and **category** performance with analytics specialists after launches.
- Coordinated creative reviews across two media brands while preserving distinct positioning.
- Presented launch outcomes and converted findings into recommendations for later planning cycles.

Marketing Campaign Specialist

June 2015 - June 2016

Evergreen Digital Publishing

Minneapolis, MN

Executed coordinated campaigns for digital publications and promotions, supporting channel planning, asset quality, audience analysis, launch documentation, and retrospective learning.

- Executed publication campaigns across email, website merchandising, paid social, and customer communications.
- Built release timelines and channel requirements with editorial, design, operations, and analytics teams.
- Analyzed audience and historical performance data to guide message emphasis and timing.
- Quality checked CRM assets, onsite placements, and **paid media** briefs against milestones.
- Tracked engagement and **purchase** indicators after release for campaign retrospectives.
- Supported simultaneous publication campaigns while maintaining dependencies and launch documentation.

PROJECTS

Seasonal Learning Subscription Launch 📅 2024

Connected content value, promotional timing, audience needs, and channel execution across subscription learning programs. Shared planning created clearer coordination across teams and brands.

Multi Brand Content Planning Framework 📅 2022

Created a practical planning framework for concurrent digital content releases, linking campaign briefs, milestones, positioning, measurement, and quarterly prioritization.

LEADERSHIP & AWARDS

- Recognized by senior stakeholders for dependable ownership of complex integrated launch calendars.
- Selected to coordinate seasonal programs across two consumer learning brands with distinct positioning.
- Earned trust from creative, product, media, lifecycle, and analytics partners during competing launches.

EDUCATION

Bachelor of Science in Marketing

2015

University of Minnesota GPA: 3.5

Minneapolis, MN

Coursework: Integrated marketing, consumer behavior, marketing analytics, digital strategy

CERTIFICATIONS

- Google Analytics Certification 📅 2024
- Google Ads Search Certification 📅 2025

TECHNICAL SKILLS

- **Campaign Strategy:** Go to market strategy, campaign briefs, launch planning
- **Channel Marketing:** CRM, paid media, email marketing
- **Lifecycle Marketing:** Acquisition, engagement, renewal
- **Subscription Marketing:** D2C subscriptions, learner lifetime value, promotions
- **Content Marketing:** Content launches, course marketing, content positioning
- **Marketing Analytics:** Impact sizing, revenue measurement, engagement measurement
- **Data Platforms:** Google Analytics, campaign dashboards, performance reporting
- **Marketing Automation:** CRM workflows, audience segmentation, lifecycle journeys
- **Digital Advertising:** Google Ads, paid social, media planning
- **Project Planning:** Campaign calendars, milestones, sequencing decisions
- **Collaboration Tools:** Creative reviews, stakeholder alignment, launch documentation
- **Brand Marketing:** Multi brand marketing, category marketing, audience strategy

SKILLS

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|-------------------------|---------------------------|-------------------------|-----------------------|
| • Integrated Marketing | • Campaign Management | • Content Launches | • Lifecycle Marketing |
| • Campaign Marketing | • Cross Channel Marketing | • On Platform Marketing | • Impact Sizing |
| • Partner Marketing | • D2C Marketing | • CRM | • Quarterly Planning |
| • Go To Market Strategy | • Subscription Marketing | • Paid Media | |

PROFESSIONAL AFFILIATIONS

- American Marketing Association, member focused on integrated marketing and campaign strategy.
- Digital Marketing Association, member engaged with subscription, content, and lifecycle marketing practices.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST