



Christopher Wallace

Senior Email Marketing Manager · CRM & Lifecycle Strategy · SFMC Expert

□ Los Angeles, CA · Relocating to the Netherlands

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□□ American Citizen □ English (Native)

PROFILE

Results-driven Senior Marketing Manager with over 10 years of experience in email marketing, CRM strategy, and customer lifecycle management. Proven track record of driving measurable revenue growth — quadrupled email revenue at Spokeo and managed programmes contributing 25–33% of \$2 billion in e-commerce revenue at GUESS?. Deep expertise in Salesforce Marketing Cloud, Oracle Responsys, and data-driven segmentation strategies. Holds a Juris Doctor degree, bringing analytical rigour and strategic thinking to marketing operations. Seeking senior marketing opportunities in the Netherlands.

PROFESSIONAL EXPERIENCE

Senior Marketing Manager — Email & CRM

2021 – Present

Spokeo · Pasadena, California

- Tripled the mailable audience size and **quadrupled email channel revenue** through advanced segmentation and targeting strategies
- Design, test, and optimise customer journeys in Salesforce Marketing Cloud, aligning campaign strategy with data capabilities and business objectives
- Lead weekly performance presentations to C-suite executives, translating complex data into actionable strategic insights
- Manage external vendor teams (2–3 members per project) to deliver high-quality campaigns on time and within budget
- Developed a series of prospecting drip campaigns that drove exponential growth in email channel conversions

Senior Manager, Email Marketing

2020 – 2021

Viking Cruises · Woodland Hills, California

- Achieved a **200% lift in open rates** and **300% increase in click activity** by pivoting from sales-heavy to content-driven messaging strategy
- Developed automated messaging programmes, modernised email templates, and introduced personalisation techniques across the full customer lifecycle
- Streamlined campaign workflows within Oracle Responsys, improving execution speed and operational efficiency
- Trained internal teams on email coding best practices, design standards, and performance optimisation

Senior Email Marketing Specialist / Analyst

2018 – 2020

GUESS?, Inc. · Los Angeles, California

- Managed a team of four: two Email Marketing Specialists, one Email Developer, and one Email Marketing Strategist
- Led team through leadership transition, maintaining operational continuity and strategic direction
- Developed and executed email strategies responsible for **25–33% of the company's \$2 billion e-commerce revenue**
- Drove A/B testing programmes, refined segmentation models, and improved automation workflows for increased engagement

Lead Instructor, Digital Marketing

2021 – 2023

ThriveDX · Remote (concurrent with Spokeo role)

- Delivered university-level instruction on lifecycle marketing, CRM platforms, email automation, web design, and content marketing strategy
- Developed comprehensive curriculum and training materials grounded in real-world marketing execution
- Led hands-on workshops covering WordPress, HTML/CSS, audience segmentation, and campaign performance analysis
- Mentored students on industry best practices in digital marketing, customer engagement, and analytics

Earlier Roles: Digital Marketing Generalist, InMotion Hosting (2017–2018) · Marketing Coordinator, Edmunds (2015–2016) · Marketing Consultant & Content Writer, Freelance (2013–2015)

CORE SKILLS

Platforms & Tools: Salesforce Marketing Cloud (Expert) · Oracle Responsys (Advanced) · Adobe Campaign · Google Analytics · Tableau · WordPress

Technical: AMPscript / RPL · HTML/CSS for Email · SQL & Data Analysis · Google Tag Manager · Excel / Google Sheets · AI & LLM Tools

Strategy: Customer Segmentation · A/B Testing & Optimisation · Lifecycle Marketing · Email Deliverability · Personalisation · Drip & Nurture Campaigns

Leadership: Team Management (4+ direct reports) · Vendor & Agency Oversight · C-Suite Presentations · Training & Curriculum Development

EDUCATION

Doctor of Jurisprudence (J.D.)

Stetson University · Saint Petersburg, Florida · 2001

Bachelor of Arts (B.A.)

Stetson University · DeLand, Florida · 1998

CERTIFICATIONS

Responsys Essentials Master 2020 (Oracle) · Advanced Google Analytics (Google) · Ecommerce Analytics: From Data to Decisions (Google) · Google Tag Manager Fundamentals (Google) · Learn SQL (Codecademy, 2021)

Nationality: American (US Citizen) **Languages:** English (Native) **Work Authorisation:** Seeking sponsored position or DAFT visa (Netherlands) **Availability:** Flexible start date, open to relocation assistance