

# CAROLINA BUSHMAN

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## SKILLS

DTC E-commerce & CPG Brands • Lifecycle Marketing • CLTV Growth • Email & SMS Strategy • Growth & Acquisition Marketing • Marketing Automations • Audience Segmentation • Loyalty & Referral Programs • Creative • Data-Driven • Entrepreneurial • Spanish

## EXPERIENCE

### **Carolina Bushman, LLC** — *Fractional Marketing Director*

SEP 2023 - PRESENT

- Leading a select group of clients through strategic marketing initiatives to increase owned audience value by 15-25% YoY.
- Mapping and creating marketing automations across various customer journeys with the goal of doubling the volume of touchpoints across a user lifecycle ecosystem.
- Managing \$15k+ in ad spend while re-aligning internal data and reporting processes for clearer digital channel attribution.

### **Baboon to the Moon** — *Sr. Manager, Retention and Growth Marketing*

MAY 2022 - SEP 2023

- Managed end-to-end retention and growth strategy across existing and new channels, maintaining a focus on LTV and engagement KPIs, building owned audiences with 150% higher LTV than non-subscribed audiences.
- Increased email click-through rates by 20% over the prior year and grew email conversion rates by 40% over the same time period through advanced segmentation, customer-centric practices, and healthy list management.
- Led and executed all acquisition campaigns, managing nearly \$1m per month in marketing spend. Doubled total return from 3x to 6x in 4 months using Meta, TikTok, Google, Bing, Criteo, Twitter, Reddit, YouTube, and other digital channels.
- Forecast with only -0.40% variance from revenue targets monthly, budgeting cross-channel spend and revenue.
- Advanced efficiency through A/B testing, referral, CRO, affiliate, loyalty, influencer, search, and analytics projects.
- Created actionable executive-level reporting to share with the founding team and internal reporting for the wider team.
- Managed agency and vendor relationships with advertisers, affiliate media partners, and platform reps.

### **Structured Agency** — *Senior Retention Marketing Manager*

JAN 2021 - MAY 2022

- Led a team of 4 Marketing Leads, all managing their own books of more than ten, 5-figure+ brands in the DTC and CPG space.
- Drove organization growth in the Marketing department by overseeing a team of more than 20 marketers, and taught the department new tools, industry news, and ongoing optimization tactics.
- Led strategy and generated \$24M+ in email-attributed revenue in 12 months for book of DTC clients.
- Managed more than a dozen 7-and-8-figure DTC brands to success.

### **Jag + Papaya** — *Senior Marketing Strategist + Founder*

DEC 2019 - JAN 2021

- Founded a single-person marketing agency to lead retention and growth channels for a variety of clients across the DTC and SaaS space.
- Wrote copy, designed assets, and managed campaigns across retention and growth marketing channels such as email, SMS, paid media, organic social community management, and search ads.

### **Springbot** — *Senior Campaign Manager*

AUG 2018 - DEC 2019

- Managed email campaigns and Facebook ad campaigns for between 200+ ecomm brands, using Salesforce and Atlassian Cloud to communicate between Sales and Customer Success teams on customer progress.
- Collaborated with product, marketing, and sales teams to develop advanced creative and reporting tools in the Springbot app to best serve our customer base, and communicate those tools externally.

## TECH STACK

Klaviyo • Shopify Plus • Google Analytics • Meta Ads • Attentive • Triplewhale • Microsoft Excel/Google Sheets • Yotpo • TikTok Ads • Recharge • Notion • Customer.io • Google Postmaster • HubSpot • Salesforce • Peel Analytics • PostScript • Figma • Google Ads • Criteo • Bing Ads • Litmus • Gorgias • FriendBuy • Adobe Creative Suite

## EDUCATION

### **Oglethorpe University** — *B.A., Communications & Rhetoric Studies*

AUG 2012 - MAY 2016

ATLANTA, GA