

JODIE WILSON

Customer Intelligence | CRM Strategy | Marketing Technology

CONTACT

jodiewilson.com
586.343.9891
jodielbolinger@gmail.com
linkedin.com/in/jodielynnwilson
Jersey City, New Jersey

CORE TECHNOLOGIES

Salesforce Marketing Cloud

Journey Builder
Automation Studio
Email Studio
Web Studio
Einstein

CRM & Lifecycle Architecture

Lifecycle Automation
Customer Journey
Orchestration
Audience Segmentation
First-Party Data Strategy
Behavioral Personalization

Technical & Data Skills

SQL
AMPscript
HTML/CSS
API & Platform Integrations
Domain & Deliverability
Governance

Marketing technology, CRM, and customer experience leader who bridges strategy, data, technology, and execution. Experienced designing lifecycle marketing programs, modernizing CRM ecosystems, operationalizing first-party data, and leveraging AI-driven insights to create scalable personalization and customer engagement frameworks for enterprise organizations. Combines strategic planning, customer journey design, marketing operations, analytics, and hands-on technical implementation to transform ideas into measurable customer experiences. Known for translating business objectives into practical solutions that improve engagement, retention, operational efficiency, and long-term customer value.

EXPERIENCE

Manager, CRM & Lifecycle Marketing, North America

Promoted from SFMC Deployment Manager 2023-2024

Diageo | New York City, NY | 2023 – present

Lifecycle Marketing and Enterprise CRM architecture lead responsible for lifecycle infrastructure, first-party data strategy, automation frameworks, and cross-brand CRM systems supporting 35+ brands within a complex multi-business-unit environment.

- Architect and govern Salesforce Marketing Cloud infrastructure across 35+ brands, including data models, segmentation frameworks, automation architecture, domain governance, and lifecycle orchestration.
- Designed and deployed standardized Affinity and Engagement frameworks across the full portfolio, creating a scalable behavioral intelligence layer used for segmentation, personalization, and performance reporting.
- Re-architected an agency-built lifecycle data model into a scalable enterprise framework supporting behavioral segmentation, re-entry logic, and cross-brand activation.
- Led CRM and first-party data architecture initiatives supporting FIFA activations and TheBar.com integrations, including identity resolution, opt-in capture, segmentation strategy, and multi-source data ingestion workflows.
- Directed migration of 22 brands from Klaviyo to Salesforce Marketing Cloud with zero disruption to lifecycle operations or consumer communications.
- Serve as the primary SFMC technical authority across North America and Global teams, advising stakeholders on platform scalability, governance, deliverability, and enterprise CRM architecture.
- Developed high-performing lifecycle and segmentation strategies generating welcome program open rates near 60% and highly targeted campaign engagement rates up to 75%.
- Standardized lifecycle infrastructure and modular CRM frameworks to accelerate cross-brand deployment scalability and reduce operational complexity across the portfolio.

JODIE WILSON

CORE EXPERTISE

Enterprise CRM Architecture
Salesforce Marketing Cloud
Lifecycle Automation
First-Party Data Strategy
Customer Data Modeling
Journey Orchestration
Affinity & Behavioral Segmentation
API & CDP Integrations
Deliverability & Domain Governance
Cross-Channel Personalization
Automation Frameworks
SQL & Data Segmentation
Marketing Operations Transformation

EDUCATION

B.S. IN JOURNALISM

Eastern Michigan University
Ypsilanti, MI

B.S. IN ELECTRONIC

MEDIA AND FILM STUDIES

Eastern Michigan University
Ypsilanti, MI

VOLUNTEER EXPERIENCE

ANN ARBOR DERBY DIMES

Marketing & PR Administrator,
Wave 2 Skater
Ann Arbor, MI

MICHIGAN COUNCIL OF WOMEN IN TECHNOLOGY

Marketing Volunteer
Sterling Heights, MI

WORK EXPERIENCE (continued)

EMAIL MARKETING TECHNOLOGY MANAGER

Galvanize/Hack Reactor | Remote | 2022 – 2023

- Led lifecycle and CRM communications strategy for multiple audience segments, designing targeted nurture and conversion programs across upper- and mid-funnel customer journeys.
- Optimized automated lifecycle communications and audience segmentation strategies, consistently achieving open rates exceeding 58% with click-through rates between 10–25%.
- Identified lifecycle gaps and engagement drop-off points across the customer funnel, partnering cross-functionally to refine messaging strategy and improve conversion pathways.
- Served as Salesforce Marketing Cloud platform owner, maintaining lifecycle automation frameworks and CRM best practices across Journey Builder, Automation Studio, and Email Studio.
- Contributed to enterprise attribution and reporting initiatives, supporting CRM performance analysis and dashboard development for lifecycle optimization.
- Supported website transition and lead capture initiatives through development of Wordpress pages, HTML/CSS implementation, and CRM-connected form workflows.

EMAIL MARKETING MANAGER

Legacy | Remote | 2021 – 2022

- Owned Salesforce Marketing Cloud administration and lifecycle communications strategy, overseeing automation architecture, audience segmentation, and end-to-end campaign execution.
- Led SFMC infrastructure setup and integration initiatives, including domain configuration, DNS management, Marketing Cloud Connect implementation, and automation framework development.
- Designed and optimized lifecycle nurture and acquisition journeys across multiple website entry points, improving engagement and supporting persona-based communication strategies.
- Partnered cross-functionally with stakeholders, designers, and copywriters to translate business requirements into scalable CRM workflows and customer journey frameworks.
- Developed campaign reporting dashboards and performance benchmarks to support lifecycle optimization, deliverability improvements, and ongoing engagement analysis.

JODIE WILSON

LIFECYCLE CAMPAIGN MANAGER, BANK OFFICER

Flagstar Bank | Troy, MI and Remote | 2018 – 2021

- Planned, built, and optimized multi-channel lifecycle marketing campaigns within Salesforce Marketing Cloud, supporting segmented customer journeys across Retail Banking, Mortgage, Commercial, Servicing, and Direct Lending audiences.
- Improved lifecycle engagement performance through advanced audience segmentation, behavioral targeting, and implementation of Einstein Send Time Optimization, increasing email open rates by more than 13% year over year.
- Developed automated campaign reporting dashboards and performance analysis frameworks used to support optimization strategy and stakeholder decision-making.
- Partnered cross-functionally with business stakeholders to launch targeted lifecycle initiatives, sweepstakes campaigns, and event-driven customer communications tied to strategic partnerships and acquisition efforts.
- Participated in process improvement and digital transformation initiatives focused on customer experience, online banking communications, and lifecycle operational consistency.

SOCIAL MEDIA MANAGER

ERP | Clinton Township, MI | 2017 - 2018

- Led multi-channel social media strategy across five business entities, expanding audience reach by more than 325% through platform optimization, audience targeting, and content strategy.
- Developed data-driven advertising and remarketing campaigns using audience analytics and performance insights to improve engagement and maximize ROI efficiency.
- Helped establish early CRM and lead capture workflows by integrating social acquisition efforts with Salesforce-based customer journey processes.

FREELANCE DIGITAL MARKETING ARCHITECT

Consultant | Ann Arbor, MI | 2010 - present

- Design and implement customer acquisition and digital marketing ecosystems for local businesses, including SEO-focused website strategy, QR-driven lead funnels, lifecycle email programs, and conversion-focused customer engagement initiatives.
- Develop integrated digital experiences that connect web presence, email marketing, local search optimization, and first-party lead capture to improve visibility, retention, and foot-traffic conversion.
- Recent consulting work includes re-architecting the digital ecosystem for a high-traffic hospitality business through SEO restructuring, menu/event optimization, CRM-driven lead capture, and lifecycle email campaigns, increasing branded search engagement and driving measurable subscriber and weekday traffic growth.