

Erin Cook

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Lifecycle Marketing & Marketing Automation Leader

Results-driven marketing professional specializing in lifecycle marketing, email and SMS strategy, customer journey optimization, personalization, marketing automation, and AI-enabled marketing systems. Proven track record of increasing engagement, retention, and conversions through segmentation, testing, automation, and platform optimization.

Core Competencies

Lifecycle Marketing • Marketing Automation • Email & SMS Strategy • Customer Journey Optimization • Segmentation & Personalization • AI-Driven Marketing Workflows • A/B Testing • Analytics & Reporting • Klaviyo • Iterable • HubSpot • Salesforce • HTML/CSS • Google Apps Script

Professional Experience

Purple Wave Auction — Lifecycle Marketing Lead (Official Title: Marketing Lead Generation Specialist)

May 2023 – Present

Own end-to-end lifecycle marketing strategy and execution across email and SMS channels for B2B and B2C audiences. Led full migration from Iterable to Klaviyo, rebuilding lifecycle infrastructure, flows, templates, and segmentation. Increased click-through rates by 180% and conversion rates by 200–630% through personalization and automation. Maintained average campaign open rates exceeding 60%. Built scalable HTML generation systems using Google Apps Script. Developed landing pages and microsites supporting campaign performance. Leading AI adoption initiatives to improve marketing efficiency and campaign execution.

Hypewell — Lifecycle Marketing & Account Management Lead

Jan 2022 – May 2023 Led lifecycle strategy across email, SMS, and push notifications for e-commerce clients. Improved conversion rates, AOV, and customer lifetime value through testing and personalization. Managed client relationships and performance reporting. Led a cross-functional execution team.

Media Communications Corporation — CRO Team Lead / Marketing Project Manager

May 2020 – Nov 2021 Led conversion optimization initiatives producing 50–300% conversion improvements. Directed design, development, and content teams for campaign execution. Managed direct-to-consumer marketing projects across multiple brands.

Freelance Digital Marketing Consultant

2011 – 2022 Built lifecycle marketing systems, automation programs, and customer journeys for agency and direct clients. Managed email, SMS, paid media, CRM implementations, and reporting systems. Provided strategy, implementation, and training across multiple marketing platforms.

Education

Colorado State University