

Carlsbad, CA  
United States

**Get in touch.**

# Amber Norris

## Education

2012 - 2015

### **B.S. Organizational Communication**

Cal Poly Pomona

2008 - 2012

### **A.A. Communication Studies**

Mira Costa College

## Expertise

Bringing sales, marketing, and customer service teams together to boost revenue in a sustainable way using CRM, marketing automation, email, and SMS.

## Certifications

HubSpot Revenue Operations  
Shopify Business Fundamentals  
Klaviyo Partner  
Postscript SMS

## Awards

Above and Beyond, Avison Young  
Marketing Star, Coldwell Banker  
Most Valuable Artist, MAC  
Cosmetics

## Experience

2023 - 2024 / *Mineral.io / New York, NY / Remote*

### **Sr. Account Manager**

Blueprinting and executing retention marketing strategy for DTC brands using Klaviyo, Shopify, Loyalty Lion, and Recharge in an agency setting. Responsible for managing client accounts, overseeing creative projects, and reporting.

2021 - 2023 / *Cart.com / Austin, TX / Remote*

### **Lifecycle Marketing Manager**

Established lifecycle marketing service offering and GTM plan for marketing services department within a B2B SaaS company. Developed and executed both growth and retention strategies for DTC brands using email, SMS, loyalty, reviews, and subscription applications.

2021 - 2021 / *Umpqua Bank / Portland, OR / Remote*

### **Email Marketing Optimization Manager**

Managed email marketing initiatives for customers and prospects across all lines of business at a regional bank. Owned HubSpot CRM and worked cross functionally with operations, project management, data science, security, marketing, product, sales, and customer service.

2020 - 2021 / *Worth eCommerce / Portland, OR / Remote*

### **SMS Client Manager**

Established SMS marketing service offering at an email Marketing agency. Developed pricing model, scope, and sales training to business development team. Trained email project and creative teams to incorporate channel into offering. Managed strategy and execution for clients.

2016 - 2019 / *Avison Young / La Jolla, CA / On-site*

### **Operations Manager, Marketing Coordinator**

Collaborated with brokers, research, marketing, operations, and finance to manage commercial real estate brokerage sales and marketing operations. Served as the Salesforce administrator, owned all technologies in stack, as well as pipeline, commission, expense, and revenue reporting.