

MEGHAN GHIASI

San Francisco, CA 94117
415.990.8927 • meghanghiasi@gmail.com

Strategic and data-driven CRM leader with 10+ years of expertise in engagement and retention, proven technical ability and cross-functional collaboration skills. Experienced in building 1:1 and 1:many personalization and marketing automations targeting customer databases of 100M+.

Experience

DoorDash, Sr Manager CRM San Francisco, CA (March 2020 – March 2022)

- Managed over \$60M in annual spend (promotions and offers) to drive over 11M incremental orders annually by building audience-first programs targeted at New, At-risk, Lapsed, and subscription (DashPass) customers
- Owned & managed extensive omni-channel (in-app, push and email) experimentation to unlock efficiency (e.g. reduced New Customer offer payback time from 72 months to under 12) and drive long-term retention during a pivotal time for the company post-IPO. Applied product-led growth principals to drive customer retention.
- Project managed experiments from automations and product roadmap for New and Lapsed consumer strategy, project managing with cross-functional partners on product, design, engineering, and brand teams
- Created and presented to senior leadership quarterly and annual plans from tactics to budget with goals increasing 10x annually
- Managed associates and trained new hires, provided coverage for Director and Sr Director of CRM while both were on maternity leave

Pandora Media, LLC, Senior CRM Manager Oakland, CA (September 2018 – September 2019)

- Channel owner for Email and Push, marketing over 1B impressions per month to 70M MAU and total DB of over 150M users – driving audience-focused strategy, testing using data science and coordination with analytics and engineering teams, and overseeing execution team of 4 associates
- Reported plans, takeaways, and project statuses to executives and senior leadership team; oversaw the launch of new product features; optimized new and existing lifecycle campaigns, and managed content calendar
- Collaboration with product, engineering, analytics, brand, on-platform marketing and many other cross-channel teams to revitalize the Pandora brand, reactivate lapsed users, prevent churn, and drive ad-hours spent on platform

AEG Presents, Manager, CRM Los Angeles, CA (January 2017 – September 2018)

- Oversaw and optimized the email channel as well as CRM customer database, acting as lead strategist for lifecycle messaging, as well as gatekeeper of 35m customer DB
- Project managed the build of a new email marketing & targeting tool for use by all regional offices across the country, including the integration of multiple vendors with internal tools
- Managed ESP migration for over 50 business units sending nearly 500m individual emails across 15k unique campaigns per year
- Delivered data-driven takeaways to stakeholders at all levels, including executives, to drive marketing strategy using analysis, industry, and channel expertise
- Led a team of 5 people remotely, developing & growing 3 direct reports to promotions in under 18 months, as well as hiring, training and managing temps to adapt to ever-changing workloads

Ticketmaster Artist Services, Digital Marketing Manager San Francisco, CA (May 2015 – December 2016)

- Developed data-driven multi-channel campaigns for artists to drive fan club membership, ticket sales & fan engagement
From May 2015-May 2016, marketing efforts that I planned & executed drove over \$500K in fan club membership sales.
- Drove B2B messaging including monthly newsletter (average 40% unique open rate), one sheets, conference programming, pitch decks, infographics, product release strategy, and more

Beats Music/Apple Music, CRM Manager SF/Cupertino, CA (July 2014 – November 2014)

JamBase.com, Production Manager San Francisco, CA (April 2013 – July 2014)

Skimlinks, Product Marketing Manager San Francisco, CA (March 2012-April 2013)

Skills

Software/ESPs: Iterable, Salesforce Marketing Cloud (fka ExactTarget), MailChimp, Pardot, Responsys Interact, Yesmail, Adobe Campaign, CDPs including Segment, Lytics and ActionIQ, Adobe CS5, Autopilot, Final Cut, Microsoft Office, Google Analytics, Google Drive Apps

Technical: Intermediate SQL, Certified Scrum® Master, Atlassian Project Management, managing & protecting customer PII securely

Professional: Copywriting, strategic planning and budgeting, operating by agile development principles, managing dynamic teams remotely, strong ability for finding customer and performance insights in large datasets, active contributor to company culture (including remote)

Education

OHIO UNIVERSITY Athens, OH (2007-2010) Bachelor of Science, Journalism. Specialization: Marketing and Promotion