

# MEGHAN GHIASI

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## PROFESSIONAL SUMMARY

Strategic and data-driven CRM leader with 12+ years of expertise in engagement and retention, proven technical ability and cross-functional collaboration skills. Experienced in building revenue-driving 1:1 and 1:many personalization and marketing automations targeting customer databases of 100M+.

## SKILLS

- Revenue Growth & Business Planning
- Experimentation & Data-driven Strategy
- Campaign Planning and Prioritization
- Email, Push Notification and In-App Messaging and Nurture Campaigns
- Remote Team Management
- Experience in all major ESP and CDP software
- Intermediate SQL
- Certified Scrum Master

## WORK HISTORY

**Senior Manager, Lifecycle Marketing** | Discord - San Francisco, CA

*05/2023 - 02/2024*

- Impacted by 17% RIF in Q1'24
- Built lifecycle marketing function from 0 by taking ownership of existing in-app surfaces, introducing new channels, and creating omni-channel strategy goaled on revenue. Anticipated impact of over \$2.8M in year 1.
- Led ESP selection effort from RFP to contract in under three months.

**President** | Meghan Ghiasi Consulting

*07/2019 - Current*

- Provide strategic and tactical support to early-stage start-ups in their product marketing and lifecycle marketing functions.
- Deliver measured results and incremental impact to revenue, as well as leadership for existing teams.
- Clients include Fuzzy Pet Health, CellarTracker, Trebel Music, the ness, and more.

**Sr Manager CRM** | DoorDash

*03/2020 - 03/2022*

- 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)
- Project managed experiments, automations and product, 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.

**Senior CRM Manager** | Pandora Media, LLC

*09/2018 - 09/2019*

- 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.

**Manager, CRM** | AEG Presents

*01/2017 - 09/2018*

- 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.

**Digital Marketing Manager** | Ticketmaster Artist Services

*05/2015 - 12/2016*

**CRM Manager** | Beats Music/Apple Music

*07/2014 - 11/2014*

**Production Manager** | JamBase.com

*04/2013 - 07/2014*

**Product Marketing Manager** | Skimlinks

*03/2012 - 04/2013*

**EDUCATION**

OHIO UNIVERSITY - Athens, OH

*11/2010*

**Bachelor of Science:** Marketing, Journalism

**CERTIFICATIONS**

Reforge, Product Marketing, Spring 2023 Cohort

Reforge, Retention & Engagement, Fall 2023 Cohort