

CHELSEA MARS

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GROWTH AND LIFECYCLE MARKETING MANAGER

Data-driven marketing leader with 10+ years of experience driving acquisition, lifecycle engagement, and conversion through CRM, email automation, and omni-channel growth strategies. Proven success increasing qualified lead generation by 50%+ through segmentation, experimentation, and performance optimization. Skilled in HubSpot, GA4, customer journey design, and translating analytics into scalable growth programs in regulated financial environments.

CORE SKILLS

- Growth marketing & experimentation
 - Lifecycle marketing (email, onboarding, nurture)
 - Segmentation, targeting & personalization
 - A/B testing & performance optimization
 - Funnel conversion & customer journey analysis
 - Marketing analytics & KPI dashboards
 - HubSpot CRM & marketing automation
 - GA4 performance reporting
 - Cross-functional collaboration (Product, Data, Design, Legal)
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PROFESSIONAL EXPERIENCE

First Bank

Vice President, Growth Marketing and Analytics Manager February 2023 to Present

- Own acquisition and lifecycle marketing strategy across website, CRM, email, and onboarding journeys, driving measurable increases in qualified lead generation and conversion.
- Increased business lead generation 56% YoY through segmentation improvements, funnel optimization, and targeted campaign execution.
- Redesigned website conversion architecture and CTA strategy, resulting in a 203% YoY increase in form submissions and a 59% increase in business banking leads.
- Led HubSpot CRM implementation, building automated nurture flows, onboarding sequences, and campaign reporting frameworks to improve engagement and retention.
- Developed KPI dashboards and performance measurement systems to evaluate growth experiments and inform marketing investment decisions.
- Partner closely with product, UX, design, compliance, and branch teams to execute omni-channel campaigns across 113 locations.

- Launched integrated acquisition campaign driving 700% increase in landing page lead generation through optimized messaging, distribution, and customer targeting.
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Authentic Form and Function

Project Manager, Branding and Creative Operations

June 2022 to February 2023

- Managed digital marketing and brand experience programs for multiple clients, overseeing cross-channel execution, testing, and performance reporting.
 - Implemented workflow systems (Asana) to improve speed, accountability, and delivery across creative and marketing teams.
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The Duke University Chronicle and Pitch Story Lab

Managing Director, Marketing

June 2018 to June 2022

- Built and executed multi-channel growth strategy across digital, email, social, and video, driving 260% revenue growth.
 - Developed audience segmentation and messaging frameworks to improve acquisition and engagement.
 - Led experimentation in campaign strategy, content performance, and conversion-focused storytelling.
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Triangle Media

Creative Marketing Strategist

February 2017 to October 2018

- Planned and executed digital marketing campaigns supporting customer acquisition, brand positioning, and event marketing.
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Divi Resorts

Multimedia Marketing Specialist

2015 to 2017

- Produced and executed global marketing campaigns across digital and print channels.
 - Directed international multimedia projects, including a multi-location drone-based brand storytelling initiative.
 - Recognized as Employee of the Year in 2016.
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EDUCATION

Bachelor of Science in Business Administration, Marketing
Appalachian State University, Boone, NC