Chelsea Mars

Lifecycle Marketing Manager | CRM, Email & Multi-Channel Campaigns

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Lifecycle marketing leader with 10+ years of experience designing and launching multi-channel campaigns across email, SMS, direct mail, push/in-product messaging, web, and CRM for B2B client portfolios and large B2C customer bases. Led enterprise CRM migrations, built automated and personalized customer journeys, and delivered double- and triple-digit gains in acquisition, engagement, leads, and conversion through behavioral data, experimentation, analytics, and AI-assisted decision tools. B2B financial-services marketer with deep business-banking and lending experience and 8+ years writing marketing and creative briefs.

CORE STRENGTHS

- Lifecycle strategy & journey mapping
- Multi-channel campaigns
- Marketing & creative briefs
- Segmentation & personalization
- Marketing automation & data architecture
- A/B testing & performance analysis
- B2B & B2C marketing strategy
- Business lending & financial services
- Email, SMS/MMS, direct mail & in-product messaging
- AI-assisted marketing strategy & analytics

PROFESSIONAL EXPERIENCE

First Bank

VP, Content Marketing & Analytics Manager | February 2023 to Present

- Design and execute full-funnel, multi-channel lifecycle and acquisition campaigns for 330,000 customers across 113 branches, using journey mapping, segmentation, personalization, creative briefs, A/B testing, and analytics to drive acquisition, activation, and engagement.
- Partner across product, data/API, technology, UX, analytics, compliance, branch, and business teams to translate customer behavior, testing results, and business needs into campaign, content, and customer-journey strategy.
- Introduced formal creative briefs to the Marketing department, standardizing objectives, audiences, channels, messaging, deliverables, KPIs, and timelines across integrated campaigns.
- Led the end-to-end migration from MessageGears to HubSpot Marketing Hub Enterprise, including vendor evaluation and risk review; evaluated Marketo and Salesforce among alternatives, then migrated ~200,000 contacts, 30 email templates, six onboarding workflows, and 15 forms with no interruption to email operations.
- Designed HubSpot custom-object and integration architecture connecting customers to product relationships; built automated, personalized nurture, onboarding, education, cross-sell, and lead-routing journeys using customer, product, geographic, and behavioral data to improve segmentation and targeting.
- Increased form submissions 203% YoY and overall leads 56% YoY through conversion optimization; increased business-banking leads 59% and drove a 700% increase in landing-page leads through an integrated campaign across 113 locations.

First Bank, Continued

- Own business-banking acquisition and retention marketing with a focus on lending. Revamped the business-loan digital journey across commercial real estate, lines of credit, business credit cards, equipment/vehicle financing, asset-based lending, and SBA loans; following the April 2026 revamp, page views increased 257% YoY and key conversion events increased 29%.
- Rebuilt business online-banking onboarding from a daily spreadsheet and batch process into immediate form-triggered welcome communications and automated reporting, improving activation speed and operational consistency.
- Led customer communications for a 2024 credit-card provider transition across direct mail, including postcards, letters, and statement inserts, and digital channels; support push notifications and secure messages through online banking.
- Selected for First Bank's early AI pilot; built a Microsoft Copilot agent grounded in focus-group, brand, and market research to support campaign strategy and growth planning; test Copilot Notebooks for recurring marketing analytics and reporting and trained the marketing team on agent development and AI best practices.

Authentic Form & Function

Project Manager, Creative Operations | June 2022 - February 2023

- Managed a ~$1M B2B client portfolio across branding, website, and digital engagements; translated business goals into creative briefs, scopes, resource plans, budgets, timelines, and approval paths.
- Redesigned Asana into a phase-based operating model tied to scoped hours and workforce forecasting, improving visibility and accountability across designers, developers, strategists, clients, and agency leadership.

The Duke University Chronicle & Pitch Story Lab

Managing Director, Marketing | June 2018 - June 2022

- Led and coached up to 20 student employees across prospecting, project scoping, account management, creative briefing, brainstorming, and B2B client presentations; taught teams how to translate business needs into actionable briefs and campaign plans.
- Expanded agency services from video into design, web, social, and audience research, securing B2B retainer clients including Duke Health and driving 260% revenue growth.

Early Career Marketing Experience

Earlier roles include part-time pro bono Senior Marketing Manager for Band Together NC, Digital Marketing Strategist at Triangle Media Partners, DTC Multimedia and Communications Specialist at Divi Resorts, and Freelance Marketing Consultant through Yellow Lens Marketing.

SELECTED CAPABILITIES & PLATFORMS

HubSpot Marketing Hub Enterprise | GA4 | Microsoft Copilot | CRM migration & automation | Customer/product data architecture | Predictive lead scoring | Send-time optimization | Email & SMS/MMS | Direct mail | Online-banking push & secure messages | Website conversion optimization | Attribution & KPI dashboards | A/B testing | Marketing briefs | Journey mapping

EDUCATION

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