

Amy E. Wilson

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Director of Digital Marketing | \$5M at 16.8x Return on Ad Spend | +150% Conversion Rate | 3x Email Revenue

I build tailored, full-funnel growth engines that drive conversion, lift lifetime value and challenge established norms through experimentation. The result: predictable, sustainable revenue growth so marketing stops feeling like a gamble.

- Career Progression: Promoted twice during 5-6 year tenures at University of Phoenix and Origami Owl.
- Shorter recent tenures due to startup not progressing past seed funding (BAKEUP) or 80% of marketing department eliminated (SmartRent.) The CEO and VP of Digital Marketing, respectively, serve as my references.

Growth Marketing & Ecommerce (16x ROAS, +150% conversion)

- **Drove \$5M at 16x ROAS** managing paid media strategy, budget and agency.
- Improved **site conversion rates 53-150%** through CRO testing, UX optimization and web redesigns.
- Directed content, UX and merchandising for Shopify site: **+253% revenue, +384% customer acquisition.**
- Led SEO program: **+18% organic traffic growth** and **+53% conversion YoY.**

Lifecycle & Retention Marketing (3x email revenue: subscriptions 0→50% of revenue)

- **Tripled email revenue** using segmentation, personalization and automation; launched SMS at **134x ROI.**
- Increased customer LTV by **scaling subscription DTC from 0 to 50%** of total brand revenue.
- Grew email list by 8x and **increased revenue-per-recipient 44%** in 6 months.

Leadership, Collaboration & Analytics (40% revenue growth)

- Built and led cross-functional teams — in-house specialists, creative teams and agencies — uniting them around shared growth goals and a test-and-learn culture.
- Created executive-ready KPI dashboards turning noisy data into clear decisions: **40% revenue growth** in 5 mos.
- Mentored and grew channel managers; coached cross-functional partners (Brand, Product, Finance, Creative) to align strategy with revenue outcomes.

GROWTH & LIFECYCLE MARKETING EXPERIENCE

Fractional Marketing Director, Origami Owl

August 2025 - Present

Leading the marketing team during a turnaround, rebuilding DTC strategy to **drive 40% revenue growth** in five months and **exceed targets by 18%**. Developing B2B marketing strategy to enable smooth transition to an omnichannel model.

Senior Manager, Digital Marketing, SmartRent

April 2024 - July 2025

Led a full-funnel digital marketing funnel transformation for a leading smart tech provider in the rental industry.

Growth Marketing & Ecommerce

- Drove **\$1.6M quarterly pipeline** and **+260% MQLs YoY** by overhauling paid, web and CRM strategy together.
- Led SEO strategy, driving **18.5% YoY organic traffic** growth and **53% increase in conversion rate.**

Lifecycle & Retention Marketing

- Mentored our Sr. Marketing Automation Specialist to launch four lifecycle nurtures, reducing payback windows.

Leadership, Collaboration & Analytics

- Built a KPI dashboard from scratch with Marketing Ops, giving the team and executives a clear, shared view of revenue outcomes.
- Led monthly content reviews with Product, Brand and Creative, building alignment around creative testing and turning insights into campaign improvements.

Director of Digital Marketing & Growth, BAKEUP Beauty

Oct. 2022 - Sept. 2023

Built the e-commerce growth engine for a high-velocity beauty startup across web, paid digital, social and CRM channels.

Growth Marketing & Ecommerce

- Directed web content, UX and merchandising strategy for Shopify site: **+150% conversion rate, +253% revenue and +384% customer acquisition** in 6 months.
- Launched Amazon storefront and ad campaigns; hit **3.3x ROAS** in first two weeks.

Lifecycle & Retention Marketing

- Owned email marketing strategy, **growing list 8x and increasing revenue per recipient 44%** in six months.

Leadership, Collaboration & Analytics

- Rallied a lean and scrappy team — social strategist, digital agency and videographer — around a structured creative experimentation process, resulting in **253% revenue growth at 65% lower CAC** in 6 months.
- Built executive-ready KPI dashboards, partnering with Finance to forecast growth outcomes.

Senior Manager, Marketing Programs → Senior Manager, Digital Marketing & Sales → Digital Marketing Manager | Origami Owl (2017 – 2022)

Scaled full-funnel digital marketing for a multi-brand DTC retailer by building a predictable, ROI-driven growth system that increased acquisition and customer lifetime value and reduced churn risk.

Growth Marketing & Ecommerce

- Oversaw CRO strategy for product and content pages, as well as promotional calendar, merchandising and seasonal assortment planning.
- Launched paid search and social for jewelry brand; drove **16.8x ROAS and \$5M** in 9 months.

Lifecycle & Retention Marketing

- **Tripled email revenue** with segmentation, personalization and automation; launched **SMS at 134x ROI**.
- Directed loyalty and referral programs that **increased LTV 2.3x and AOV by 12%**.
- **Scaled subscription program from 0 → 50%** of total brand revenue.

Leadership, Collaboration & Analytics

- Managed and mentored in-house channel specialists for social and email/SMS; coordinated with external agencies for paid media and affiliate, keeping all channels aligned to shared growth goals.
- Partnered with ecommerce and IT teams to migrate CRM to Klaviyo, then trained the creative team to build within it, a cross-functional lift that unlocked A/B testing, AI-based segmentation and better deliverability.

Social Media Manager, National Academy of Sports Medicine

April - Oct. 2016

Improved acquisition thru social media: **60% YoY lift in conversion** and **\$24k incremental monthly revenue**.

Senior Manager, Social Media Marketing / Social Media Campaign Manager / Online Community Manager | University of Phoenix (2011-2016)

Improved conversion efficiency across paid and organic social at enterprise-scale in a high-compliance industry.

Growth Marketing & Ecommerce

- Optimized a **\$4M budget** through ongoing creative testing to **reduce CPL 26% YoY**.
- Launched content marketing campaigns that drove **36% MoM branded search lift** and **196% engagement lift**.

Leadership, Collaboration & Analytics

- **Managed 6-person team and agency partners** while collaborating with Marketing Ops to integrate social into company-wide data strategy.
- United brand managers, copywriters and designers around a structured creative testing process, turning a new advertising channel into a repeatable, data-backed performance engine.

EDUCATION

MA in Mass Communication (Public Relations), University of Georgia

2009 - 2011

BA in Mass Communication (Public Relations) & BA in French, Louisiana State University

2005 - 2009

TESTIMONIALS

Growth Strategy, Customer Acquisition & Budget Leadership

Drives efficient paid acquisition and maximizes budget performance to achieve topline revenue growth.

- "Amy has a rare ability to **connect big-picture strategy with the details that drive results**. She sees what needs to be done and acts on it." - Nina Simmons, Marketing Lead, Norton LifeLock (\$1.6M growth pipeline)
- "Her knack for using data for real-time adjustments **significantly impacted our marketing strategies**." - Erica Van Hofwegen (Stein), Director of Marketing & eCommerce (3x email revenue & 134x ROI on SMS)
- "**Her creativity and analytical skills were crucial to the growth and success of the university on social**, as she constantly found new ways to engage a community of more than 2 million constituents." - Joe Ahn, Growth Lead @ Cash App Afterpay (Cut CPL by 26% managing \$4M budget)

Retention & Lifecycle | CRM Automation & AI

Develops lifecycle programs across email, SMS, subscriptions and loyalty to improve LTV and retention.

- "Amy consistently showcased her expertise in **managing key marketing programs, particularly in leveraging digital software** for our loyalty program, customer referrals, subscriptions, and crafting user flows for email and SMS marketing." - Erica Van Hofwegen (Stein), Director of Marketing & eCommerce (21% CVR; +12% AOV referral program)
- "Amy has the unique **knack for understanding the art and the science of digital marketing**. She arms herself with data to drive her decision-making process, but she also **understands the user experience** and doesn't compromise creativity." - Bridget Gutierrez Pfeiff, Marketing & Communications | Content Strategy | Leadership

Brand & Funnel Optimization

Improves conversion funnels, elevates customer experience and translates insights into growth results.

- "She is data-driven, and I've seen her grow over the last year in her ability to **lead decision-making** with a combination of facts, intuition and confidence." - Sarah K. Superfon, Co-Founder BAKEUP Beauty Inc. (150% higher site conversion & 65% lower CAC)
- "She has a remarkable level of attention to detail, **managing multiple work-streams & groups** towards unified results." - Luke Erickson, Head of Data at Forerunner (Cut CPL by 26% managing \$4M budget)
- "A talented social media strategist, Amy's **campaign suggestions are rooted in data, best practices, and imagination**." - Tracy Skochil, Helping brands make powerful moments. (196% social engagement lift)

Leadership & Cross-Functional Collaboration

Builds, mentors and collaborates across in-house teams, agencies and executive groups to align around growth.

- "She is an extremely effective communicator, and **thoughtful in how she collaborates cross-functionally**, cross-organizationally, and with our many partners." - Joe Ahn, Growth Lead @ Cash App Afterpay
- "**She has a multiplying effect** on the people she works with, teaching what she's learned to make her team better. In hectic situations, she's **the most positive, logical person in the room**." - Luke Erickson, Head of Data at Forerunner
- "She is a self-starter, self-motivated and **takes both pride in and responsibility over her professional contributions**." - Sarah K. Superfon, Co-Founder, BAKEUP Beauty Inc.