

Amy E. Wilson

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Director of Digital Marketing | +150% Conversion | 5x ROAS at 4:1 LTV/CAC | 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 HIGHLIGHTS

- **Acquisition efficiency:** Across roles drove **5x ROAS at 4:1 LTV/CAC**; 65% lower CAC and +253% revenue; \$5M revenue at 16x ROAS; **\$1.6M quarterly pipeline**.
- **Channel breadth:** Built sustainable growth engines across web, Amazon, paid digital, SEO, CRM and organic social with structured creative testing that turned insights into performance optimizations.
- **CRO & web strategy:** Led site redesigns and CRO programs lifting organic traffic 18%, **site conversion 53–150%**, revenue 253% and acquisition 384%.
- **CRM & lifecycle:** Scaled **subscriptions 0 → 50% of revenue**, tripled email revenue and launched SMS at 134x ROI; directed loyalty and referral programs **lifting LTV 2.3x**.
- **Team leadership:** Built, led and developed teams of up to 6 — plus agency and contractor partners — aligning specialists, creative and vendors around shared growth goals and a test-and-learn culture
- **Analytics & budget management:** Created executive KPI dashboards, turning insights into actions that drove up to **253% revenue growth**; managed **budgets up to \$4M**.
- **Tenure note:** Promoted twice in 5-year tenures at University of Phoenix and Origami Owl. Recent shorter stints due to start-up that stalled at seed (BAKEUP) and an 80% department cut (SmartRent); the CEO and VP of Digital Marketing, respectively, serve as references.

DIGITAL MARKETING EXPERIENCE

Fractional Marketing Director, Origami Owl

Aug. 2025 - Present

Leading marketing team of 3 during a turnaround and transition to an omnichannel (DTC eCom + B2B) business model.

- **Growth strategy:** Rebuilding the DTC growth engine across web, email, SMS, paid digital, SEO and organic social for **33% revenue growth in 7 months**; developing B2B infrastructure for 138% wholesale revenue growth.
- **Budget & forecasting:** Managing performance media budget, agency and forecasting to a **5x ROAS and 4:1 LTV/CAC**.

Senior Manager, Digital Marketing, SmartRent

April 2024 - July 2025

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

- **Paid strategy:** Drove **\$1.6M quarterly pipeline** and **+260% MQLs YoY** by overhauling paid (Google, YouTube, Meta, LinkedIn, display), web and CRM strategy together.
- **Conversion & SEO:** Raised **site conversion 53%** through CTA testing and UX redesigns; lifted **organic traffic 18.5% YoY** via a technical SEO audit and revised content strategy.
- **KPI reporting:** Partnered with Marketing Ops, Sales and Finance to build a KPI dashboard from scratch, giving executives a shared view of pipeline and ARR outcomes.
- **Team & cross-functional leadership:** Managed automation specialist and two agencies; led monthly creative reviews with Product, Brand and Creative, using testing insights to improve campaigns.

Director of Digital Marketing & Growth, BAKEUP Beauty

Oct. 2022 - Sept. 2023

Built the digital growth engine for an early-stage beauty startup across web, paid digital, influencer, CRM and social.

- **Leadership & creative testing:** Rallied a lean and scrappy team around a structured creative experimentation process, resulting in **253% revenue growth at 65% lower CAC** in 6 months.

- **Omnichannel ownership:** Led Shopify site redesign, web content and merchandising strategy, driving **+150% conversion** and **+384% customer acquisition**; managed Amazon 3PL store and campaigns at **3.3x ROAS**; supported in-store and online launch at retail partners.
- **Lifecycle & CRM:** Set up CRM platform, automations and opt-in funnels, growing the email list 8x; managed email calendar and content A/B testing, **lifting revenue-per-recipient +44%**.
- **MarTech stack & budget management:** Evaluated apps, platforms and tools to improve customer acquisition and retention; managed team budget and partnered with Finance to forecast revenue outcomes.
- **Executive influence:** reported to CEO; provided monthly KPI reports and recommendations to executive team.

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

Scaled full-funnel digital marketing for a DTC ecommerce brand (across jewelry, beauty and wellness product lines.)

- **CRM & lifecycle:** Migrated the CRM to Klaviyo and trained the creative team to build in-platform; **tripled email revenue** and launched SMS at 134x ROI.
- **CRO & merchandising:** Oversaw CRO for product and content pages and managed promotional calendar, merchandising and seasonal assortment planning.
- **Retention programs:** Ran loyalty, subscription and referral programs that **lifted LTV 2.3x** and AOV 12%; scaled **subscription 0 → 50% of revenue**.
- **Paid digital:** Managed jewelry-brand paid digital (Google and Meta): **16.8x ROAS** and **\$5M** in 9 months.
- **Team leadership:** 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.
- **Reporting & executive influence:** Created omnichannel KPI reporting and made quarterly presentations to executive team with recommendations to improve revenue growth.

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 (Nov. 2011 – March 2016)

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

- **Acquisition efficiency:** Optimized a **\$4M budget** through ongoing creative testing to **reduce CPL 26% YoY**.
- **Content strategy:** Launched content campaigns — including the award-winning “Phoenixing Fun” — driving 22% audience growth, 196% engagement lift and a 36% MoM branded-search lift.
- **Team & cross-functional leadership:** Managed 6-person team and agency partners, while uniting brand managers, copywriters and designers around a structured creative testing process.
- **Mentorship:** Built a localized social team by training and developing 30+ campus community managers.
- **CRM strategy:** Owned the email marketing calendar and produced 10+ weekly sends across segments.

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, Customer Acquisition & Budget Leadership

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

- "Her knack for using data for real-time adjustments **significantly impacted our marketing strategies.**" - Erica Stein, Director of Brand Marketing & eCommerce at Origami Owl (3x email revenue & 134x ROI on SMS)

- "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, CEO & Co-Founder at BAKEUP Beauty Inc. (150% higher site conversion & 65% lower CAC)
- "**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, Director of Social Media at University of Phoenix (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 Stein, Director of Brand Marketing & eCommerce at Origami Owl (Subscriptions 0→50% of revenue; 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, Senior Digital Marketing Manager at University of Phoenix (22% audience growth, 196% engagement lift)
- "A talented social media strategist, Amy's **campaign suggestions are rooted in data, best practices, and imagination**." - Tracy Skochil, Associate Director, Student & Alumni Programs at University of Phoenix.

Team & Cross-Functional Leadership

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

- "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, VP of Digital Marketing at SmartRent (\$1.6M growth pipeline)
- "She is an extremely effective communicator, and **thoughtful in how she collaborates cross-functionally**, cross-organizationally, and with our many partners." - Joe Ahn, Director of Social Media at University of Phoenix
- "**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, Senior Media Strategist at Ampush

Reliability & Ownership

Takes pride and responsibility in her work and delivers high-quality results.

- "She is incredibly knowledgeable, and a quick study, always ready to learn and adopt new skills in this rapidly changing environment. She is a self-starter, self-motivated and **takes both pride in and responsibility over her professional contributions**." - Sarah K. Superfon, CEO & Co-Founder at BAKEUP Beauty Inc.
- "She has a remarkable level of attention to detail, **managing multiple work-streams & groups** towards unified results." - Luke Erickson, Senior Media Strategist at Ampush
- "Beyond her skills, Amy is a joy to work with. She's bright, curious, and a fast learner, but also kind, fun, and a genuinely supportive team member. I could always **count on her to deliver high-quality work and to make the team stronger**." - Nina Simmons, VP of Digital Marketing at SmartRent