

CaseStudy

Enterprise Email Marketing Program

Role: Program Manager, Email Marketing Operations

Team: 5 contractors + cross-functional partners (Product, CRM, Dev, Marketing, Legal)

Organization: GSA Federal Acquisition Services Email Marketing Program operations supporting all federal agencies employee certification across government purchasing vehicles.

Overview

Led the modernization of a high-volume enterprise email marketing program supporting 15 federal business units. Oversaw asset production, lifecycle campaigns, CRM platform transition, and analytics; increasing operational efficiency, program governance, and campaign performance while delivering a seamless migration from Eloqua to Salesforce Marketing Cloud.

My Leadership Role

- Directed a **team of 5** responsible for asset creation, QA, compliance, and deployment.
 - Served as **Product Owner** for the CRM modernization effort and the full migration to Salesforce Marketing Cloud.
 - Functioned as the **tier-one operations lead**, resolving deployment failures, registration issues, and automation breakdowns.
 - Acted as the **go-to expert** consulted for requirements, platform governance, and email program operations.
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Operational Transformation

Program & Workflow Redesign

- Built a **structured request intake process**, standardized review gates, and created a unified production queue for 50–80 concurrent projects.
- Introduced **daily standups**, sprint-style workstreams, and transparent project tracking dashboards.

- Reduced production lead time by simplifying workflows, clarifying task dependencies, and optimizing content approval paths.
- Authored comprehensive **user guidance documentation** to accelerate onboarding and maintain consistency.

Governance & Compliance

- Established email marketing standards for transactional vs. promotional content.
 - Defined **preference center governance**, **user permissions governance**, and program-wide **anti-fatigue logic**.
 - Created compliant templates for newsletters, landing pages, and automated journeys.
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Technology & Data Modernization

Salesforce Marketing Cloud Implementation

- Orchestrated a **full transition from Eloqua → SFMC with zero service interruption** and record-high email sends.
- Built automated SQL scripts for Data Extension updates, audience segmentation, and suppression logic.
- Established reusable templates: automated journeys, event workflows, newsletters, landing pages, and BAU emails.

Automation & Lifecycle Programs

- Launched evergreen nurture programs, drip sequences, and re-engagement journeys.
 - Created a 5-email event registration sequence generating **30%+ conversion**, with flagship campaigns at **55%+**.
 - Automated asset creation and reduced manual data entry; cleaned and revalidated audience lists.
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Analytics & GTM Partnership

- Delivered post-campaign analytics for all business units, highlighting trends, impact, and recommendations.
 - Consulted on **GTM strategy adjustments**, advising on messaging, segmentation, journey sequencing, and targeting.
 - Identified performance gaps and aligned marketing execution to business goals.
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Results

- **40%+ open rates** (well above federal and B2B benchmarks)
 - **<2% unsubscribe rate** due to anti-fatigue and targeting logic
 - **30–55% conversion** across automated event workflows
 - **Record volume of sends** during platform transition
 - Operational workflow standardized across **15 business units**
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Summary

Transformed a fragmented, manual email program into a scalable, automated, data-driven marketing operation—while managing a CRM platform transition and elevating the strategic value of email as a core GTM function for federal certification programs.