**Elizabeth Carpenter
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**Growth Strategy | Product Marketing | Membership Engagement | Digital Strategy**

**Professional Summary**
Results-driven **Senior Marketing Strategist and Engagement Specialist** specializing in **membership growth, digital engagement, and data-driven marketing**. Expertise in **converting free members to paid subscribers, optimizing user experience through A/B testing, and executing retention strategies**. Proven ability to **develop product roadmaps, oversee cross-functional initiatives, and lead multi-platform engagement campaigns** to expand brand reach and revenue.

**Resume Highlights & Key Achievements**

* Increased member engagement by 30% over 6 months through creatively designed, data-driven campaigns—including targeted social content and interactive digital events—that strengthened brand loyalty and boosted retention.
* Improved operational efficiency by 25% within one year by creatively introducing user-friendly workflow automation tools, empowering teams to focus on innovation and big-picture strategies instead of repetitive tasks.
* Boosted on-time project delivery rates by 40% within 9 months by proactively crafting creative and adaptive risk mitigation frameworks, building team confidence, and significantly enhancing client trust and satisfaction.
* Successfully managed comprehensive, full-cycle projects across digital, social, and operational channels, creatively balancing strategy with execution to consistently surpass strategic goals and stakeholder expectations.
* Optimized resource allocation and creatively adjusted budgeting practices, resulting in a 20% expenditure reduction within 12 months, while simultaneously elevating the quality and effectiveness of marketing initiatives.

**Professional Experience**

**Senior Project Manager| eclare works | Annapolis, MD | 2022 – Current**

* Optimized membership conversion funnels, increasing paid acquisitions by 25%.
* Managed CRM automation (Salesforce, HubSpot), improving re-engagement rates by 20%.
* Developed and executed SEM and digital ad campaigns, increasing lead-to-member conversions by 22%.
* Designed KPI dashboards, improving campaign performance by 27%.

**Project Manager & Account Manager |The Cypher’s Agency | Crofton, MD | 2021 – 2022**

* Developed creative and strategic project roadmaps, improving client visibility and community engagement metrics by over 25% within one year.
* Designed insightful KPIs and creative reporting frameworks that fostered ongoing improvement and client satisfaction.

**Corporate Project Manager | Rockwell Collins | Annapolis, MD | 2012 – 2020**

* **Led enterprise-wide product marketing strategies, driving** a **38% increase in engagement.**
* **Developed segmentation models,** boosting targeted outreach by **35% YoY.**
* **Launched omnichannel marketing campaigns,** increasing inbound conversions by **50%.**
* **Built customer analytics dashboards,** improving marketing ROI by **20%.**

**Education & Certifications**

* B.A. in Journalism & Advertising – University of Maine, 2011
* M.B.A. in Marketing – University of Maryland, 2023
* Google Analytics Certified (GA4)– Coursera, 2024
* SEO & Content Marketing Certification – HubSpot Academy, 2025
* Change Management Certification (CCMP) – Prosci, 2025
* Crisis Communications Certification – PRSA, 2024

**Technical Skills & Tools**

* **Product Marketing & Growth:** Membership engagement, retention, conversion optimization
* **Digital Marketing & Analytics:** SEO, SEM, A/B testing (Adobe Target), Google Analytics
* **Strategic Marketing & Engagement:** Roadmap development, stakeholder collaboration, multi-platform engagement
* **CRM & Automation:** Salesforce, HubSpot, DonorPerfect
* **Content & Marketing Tools:** SharePoint, Adobe Creative Suite, Sprout Social

**Approach**

My approach to growth strategy and community-building harmonizes creativity with analytics. My goal is always to foster meaningful connections, spark innovative engagement, and deliver tangible results. Successful growth, to me, means deeply understanding stakeholder motivations, creatively leveraging data-driven insights, and consistently nurturing authentic relationships.

**Let’s Connect**

Strategic **Marketing Strategist and Engagement Leader** focused on **driving membership growth, optimizing retention, and leveraging analytics to enhance engagement.** Passionate about **innovative, technology-driven solutions** that support organizational success.