

# HAYLEY TUBB

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## EXPERIENCE

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**Senior Owned Communications Consultant**

**Sept 2024 – Present**

**Owned Communications Consultant**

**Oct 2022 – Aug 2024**

*Southwest Airlines (SWA) // Travel & Hospitality // Dallas, Texas*

- Develop owned channel plans to support key Customer lifecycle journeys and cross-functionally collaborate on innovative digital solutions utilizing Agile sprint methodology and data-driven decision-making
- Review and enhance web/app merchandising content placements and over 50 Customer communications for SWA's largest transformation project to-date: Assigned Seating
- Identified key strategic optimization and personalization areas for the Pre-Trip Car email automation which resulted in an 80% increase of car rental reservations Year-over-Year (YoY)
- Achieved a 1.5% increase in conversion rate and 27% increase in nominal Sales YoY for the automated Daily Abandon Browse trigger email communication by implementing subject line testing, personalized offers, and improved landing page experiences

**Associate Manager**

**July 2021 – Oct 2022**

*PepsiCo // Food & Beverage // Plano, Texas*

- Supported the ongoing evolution of the portfolio's brand loyalty program PepsiCo Tasty Rewards through its entry into gamification of the rewards experience utilizing Salesforce Marketing Cloud and Oracle Crowdtwist solutions
- Launched the first R&D product trial study through the loyalty program's PepsiCo Tasty Maker survey panel which resulted in an 84% response rate (+16% above average third-party vendor results)
- Partnered with technology and product teams to gather requirements and align with external agencies on the development and support of technical solutions for CRM loyalty programs across North American PepsiCo Food and Beverage brands
- Consulted and assisted departments with data privacy standards in their initiatives and methodologies for the acquisition and integration of first-party data (1PD)

**Email & CRM Manager**

**July 2020 – July 2021**

*The Citizenry // D2C Home Goods Retailer // Dallas, Texas*

- Owned the email-service provider relationship, campaign execution, segmentation, coding, deployment, and reporting of promotional, trigger, and transactional email campaigns while adhering to consumer privacy regulations
- Partnered with product and creative teams to find optimization areas for content testing and 1PD integrations
- Built an SMS program from the ground up: identified an appropriate vendor, continued to develop testing scenarios for subscriber acquisition, mapped out content strategy, deployed campaigns that adhere to TCPA compliance standards, and established goals and KPIs

**Senior Marketing Manager**

**June 2019 – Jan 2020**

**Marketing Manager**

**July 2018 – June 2019**

*JCPenney (JCP) // Department Store // Plano, Texas*

- Led a 12-person team on the content planning, strategy, segmentation, and analysis of Owned Media channels: email, SMS, JCP app push notifications, and direct mail
- Drove customer engagement using dynamic content and data personalization capabilities in Oracle Responsys, Movable Ink, Jebbit, and Phrasee platforms
- Aligned closely with key stakeholders and executives to identify ways to improve channel performance, enhance creative/copy design, and implement testing strategies to understand customer behaviors while upholding audience segmentation best practices of a 17 million active CRM database

**Digital Marketing Manager**

**May 2016 – June 2018**

*J.Hilburn // Customer Menswear Apparel // Dallas, Texas*

- Spearheaded the RFP process, governed the budget, and oversaw the CRM framework for the transition of email service platform (ESP) Act-On to HubSpot to broaden email design templates, improve testing scenarios, and increase insights into email metrics
- Outlined key initiatives to senior and executive leaders about website enhancements based on consumer needs, sales field feedback, SEO industry trends, customer segmentation, and business metrics using Google Analytics and Tableau

**Campaign Marketing Manager**

**July 2013 – May 2016**

*Dynata // Market Research Firm // Plano, Texas*

- Improved e-Rewards survey panelist experiences, increased responsiveness, and reduced attrition through email marketing, native app engagement, and website content management

**Project Coordinator**

**June 2012 – June 2013**

*Alexander Babbage // Market Research Firm // Atlanta, Georgia*

- Organized all phases of the consumer research process to keep projects on time and on budget; responsibilities included client management, project design, survey design, analysis, and data visualization of results

## CERTIFICATION & EDUCATION

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**Project Management Certificate**

**May 2020**

*University of Texas // Online Program*

**Bachelor of Journalism, Advertising**

**May 2011**

*University of Georgia // Athens, Georgia*