

CARLINDA LEE

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PROFILE

As an analytical email marketer, I'm excited to leverage HubSpot.com, Claude.ai, and more to launch campaigns, lifecycle programs, and segmented lists, while loving Jane, working hard, and having fun, so we can achieve our mission of helping the helpers.

RELEVANT EXPERIENCE: GROWTH STRATEGY, EMAIL MARKETING & ANALYTICS

Extern (Backed by Y Combinator)

San Francisco, United States (Remote)

Growth Marketing Associate, Lifecycle Marketing

2025 – Present

- Converted leads to subscribers at a 19% conversion rate, scaling product line to \$1M ARR by owning segmentation, emails, nurture programs, lifecycle workflows, and product notifications, using Customer.io, Zapier, Stripo, Canva, and Claude Code
- Near-doubled newsletter open rate from 28% to 52% YoY for a global audience of 246,726+ via subject-line optimization, A/B testing, deliverability improvements, AI-powered data analysis, and more, influencing 38% of product-line conversions
- Partnered with engineering to build an event-triggered winback campaign for churned users - designing segmented, multi-path flows that recovered \$5,400+ in immediate revenue with a 73% open rate and 3% conversion rate
- Owned 19 webinars end-to-end, from concept to emails to dashboards, generating a combined 11,202+ sign-ups at a 9% lead-to-subscriber conversion rate, with a high of 24%; speakers included Sheryl Sandberg, Jason Calacanis, and Eric Ries
- Grew organic reach +507% MoM (from 28,899 to 175,429) and lifted engagement to 3% on Instagram by implementing Manychat automation, while managing 1 direct report, briefing creative angle, and approving social content

Be Uninterrupted

Toronto, Canada (Remote)

Fractional Lifecycle Marketing Lead, Email & SMS

2025 – Present

- Drove 33% of \$23,182 in attributable conversions for 1 live event by building personalized emails, SMS campaigns, and lists
- Created email campaigns for 23 events, including a 319+ attendee Summit with partners like Google and Medcan; drove a 5% CTR and company-record 40% increase in webinar conversions by testing new email design approved by Chief Growth Officer
- Cut email production time 43% by building a custom AI workflow in Claude that drafts on-brand copy, scrapes the web for research, and codes responsive, HubSpot-ready HTML emails and reusable modules, creating a scalable template library

American Express

Toronto, Canada (Hybrid)

Assistant Marketing Manager; Promoted from Loyalty Marketing Analytics (Stretch Role)

2021 – 2021; 2024 – 2025

- Built 5 Salesforce dashboards from \$1M in commercial pipeline and presented insights to leaders of a 28-rep B2B sales team
- Achieved 270,000+ organic social impressions - #1 in history of company LinkedIn content, while testing paid media campaign, resulting in a 4% engagement rate - 4x the benchmark, by identifying ad targeting attributes and briefing global partners
- Refreshed web pages for 38+ partners, including PayPal, by briefing the digital experience team, and leading weekly meetings with 17 stakeholders from Analyst to VP to align on copy and design decisions, resulting in Q4 AGILITY Award

AvantStay

Los Angeles, United States (Remote)

Growth Marketer (Contractor)

2022 – 2022

- Experimented with first market-specific and branded Pinterest ads that generated 3 million impressions with \$11,000 budget by proactively presenting recommendations to cross-functional team, briefing designer and approving creative content
- Liaised with 24+ sales reps to assess ad placement, ultimately securing organic listings and initial \$1,800 budget to experiment

BlackBerry

Waterloo, Canada (Remote)

Global Marketing Operations, B2B Cybersecurity Software & IoT

2020 – 2021

- Launched email, landing page, webinar, and nurture campaigns across NA, LATAM, EMEA and APAC regions by partnering with 52 stakeholders in 7 time zones from demand gen, design, and more, contributing to 19,000+ MQLs and \$38M+ in revenue
- Proactively launched A/B tests backed by competitor research and industry best practices, resulting in a 64% increase in clicks
- Reported on weekly campaign performance while creating analytical dashboards that reduced manual data entry by 83%

EDUCATION

University College Dublin, The Nobel Prize Museum & EF

Stockholm, Sweden

EF Future Nobel Laureates Program (1 of 10 Selected for Global Cohort)

2023 – 2024

Simon Fraser University, Bachelor of Business Administration in Marketing

Vancouver, Canada