

SASHA MANNING

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MARKETING ASSOCIATE | CAMPAIGNS · CONTENT · DIGITAL MARKETING

Marketing professional with hands-on experience in campaign execution, content and copywriting, customer research, and digital marketing. Skilled in email marketing and CRM, performance marketing, and developing buyer-facing messaging. Experienced collaborating cross-functionally, working from campaign briefs, and analyzing campaign performance to inform marketing strategy.

CORE SKILLS & CERTIFICATIONS

Marketing & Content: Marketing Campaigns, Campaign Execution, Content Marketing, Copywriting, Digital Marketing, Performance Marketing, Cross-Functional Collaboration, Sales Enablement

Research & Analytics: Customer Research, Market Research, Voice-of-Customer Research, Campaign Performance, Audience Segmentation, Performance Monitoring

Email & CRM: Email Marketing, Klaviyo, Campaign QA, Email Testing, HubSpot, Shopify, Beehiiv

Certifications: Klaviyo Practitioner (2026–2028), Klaviyo Deliverability Certification (2026–2028)

PROFESSIONAL EXPERIENCE

THEBAN LABS · Brand & Product Marketing Strategist Feb 2026 – Present

- Conducted customer and market research across end users and business buyers to identify needs, use cases, objections, and language, translating insights into buyer-facing messaging and marketing recommendations.
- Developed customer-facing website and product messaging in collaboration with company leadership, translating technical capabilities into clear language for end users and business buyers.
- Created sales-enablement materials and presentation decks supporting prospective-client conversations; during the engagement, the founder booked product demos and secured a live tester.

Project Walkthrough

WEVOTE · Marketing Communications Volunteer Sep 2025 – Present

- Executed email campaigns from campaign briefs, writing donor email copy including subject lines, calls to action, and promotional messaging supporting national voter-engagement initiatives.
- Revised campaign copy based on stakeholder feedback and QAd links and formatting before approved content was handed off for build and deployment.
- Contributed copy to multi-channel campaigns generating 11.3K impressions, 422 link clicks, 90 new followers, and 145% higher engagement.

TRYVITRO · Performance Marketing Copywriter Feb 2026 – Apr 2026

- Researched customer language across Reddit, Amazon reviews, competitor websites, and customer feedback to identify pain points, objections, motivations, buying triggers, and voice-of-customer patterns.
- Developed performance-focused Meta ad concepts using voice-of-customer findings and collaborated with media buyers on messaging revisions and testing priorities.

FREELANCE · Lifecycle Marketing Specialist Dec 2025 – Present

- Built and executed email campaigns in Klaviyo from Figma layouts, managing copy, links, images, HTML, desktop/mobile rendering, campaign QA, and test sends.
- Configured lifecycle flows in Klaviyo across welcome, browse abandonment, cart recovery, post-purchase, and re-engagement, setting up triggers, timing, audience segmentation, and customer messaging.
- Analyzed customer engagement and campaign performance across KDP and Beehiiv for a four-title publishing catalog; identified a customer-journey drop-off and developed acquisition recommendations.
- Conducted marketing audits for founders, analyzing emails, flows, and customer journeys to identify engagement and conversion opportunities and delivering prioritized recommendations.

ADDITIONAL EXPERIENCE

Disney Streaming · IT Asset Management 2023 – 2024

Warner Bros. Discovery / HBO Max · Customer Operations Support 2021 – 2022

Apple · Genius Admin 2014 – 2019

EDUCATION

Borough of Manhattan Community College (CUNY) · Associate of Science (A.S.) in Digital Marketing In Progress