

Lifecycle Marketing Manager

Job Summary: We're seeking an experienced, innovative and results-driven Lifecycle Marketing Manager to join our digital insurance agency. In this role, you will strategically nurture and enhance relationships with prospective, active, and former customers through data-driven, automated marketing initiatives. You'll own the full lifecycle of prospect and customer engagement, proactively delivering personalized communications and marketing initiatives to optimize customer lifetime value.

Key Responsibilities:

- Design, develop and execute lifecycle marketing strategies leveraging automated email, SMS, push notifications, direct mail, remarketing campaigns, and other channels to nurture and retain customers.
- Identify drop-off points in the funnel and implement remarketing strategies to re-engage prospects and move them toward purchase.
- Use behavioral, demographic, and transactional data to develop highly segmented and targeted messaging strategies to reach prospects, active customers, and policyholders approaching renewal and to drive reactivation efforts for cold leads and canceled or lapsed customers with tailored digital retargeting messaging timed to their renewal cycles and life events. Implement digital cross-sell and upsell strategies, promoting complementary products based on customer profiles, behaviors, and predictive triggers.
- Design and manage loyalty programs to recognize and reward customer tenure, positive behaviors, and referrals. Lead customer education efforts, proactively providing valuable content to enhance customer knowledge, satisfaction, and brand affinity.
- Work cross-functionally with sales center leadership to align lifecycle strategy with human-led communications such as outbound calls, retention check-ins, renewal follow-ups, and other customer touchpoints.
- Rapidly iterate, test, and optimize marketing strategies through A/B testing, cohort analysis, funnel diagnostics, and data-driven experimentation. Track and report on key performance indicators (KPIs), including conversion rates, CAC, CLTV, and retention rates.
- Ensure compliance with all relevant data privacy regulations (e.g., CAN-SPAM, GDPR, CCPA, TCPA).

Qualifications and Technical Skills:

Required

- Minimum 5 years of experience owning lifecycle, email, CRM, or retention marketing, preferably within insurance, financial services, or other regulated industries.
- Proven experience with marketing automation platforms (e.g., Klaviyo, HubSpot, Marketo, Salesforce Marketing Cloud, Braze).
- Strong analytical skills with the ability to interpret data, derive insights, and make data-driven decisions. (Strong preference for candidates with SQL experience).
- Experience optimizing email marketing campaigns, including sender reputation, inbox placement, bounce/spam analysis, open rates and conversion tracking.
- Experience integrating marketing automation with customer data platforms, CRM, or AMS tools.

Desired

- HTML/CSS knowledge for responsive email design and template customization.
- Strong understanding of email authentication protocols such as SPF, DKIM, and DMARC.
- Experience setting up and managing sender domains and dedicated IPs, including warm-up protocols and ongoing deliverability monitoring.

Core Competencies:

- Excellent written and verbal communication skills with the ability to craft compelling and personalized messaging.
- Comfortable working in lean, fast-paced environments and wearing multiple hats.
- Strong project management skills with the ability to prioritize, multitask, and drive cross-functional collaboration.