

CLAIRE AMBRIZ

CRM & LIFECYCLE STRATEGY | AGENCY CLIENT LEADERSHIP | CUSTOMER ENGAGEMENT

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PROFESSIONAL SUMMARY

Agency account leader with 6+ years of experience turning business priorities, audience insights and campaign performance into CRM, lifecycle, loyalty and digital customer experiences. Experienced leading client relationships, developing creative briefs and multichannel strategies, presenting recommendations, and bringing strategy, creative, analytics, development, and client teams together. Known for improving performance through testing, personalization, audience insights and process improvement.

CORE COMPETENCIES

Integrated Campaign Strategy • Agency Client Leadership • Customer Journey & Lifecycle Marketing • Creative Briefs & Multichannel Planning • Testing & Experimentation • Performance Analysis • Stakeholder Presentations • Cross-Functional Delivery • Financial Services Marketing • Email, Direct Mail, Push, & SMS • Workflow & AI Process Improvement

SELECTED MARKETING IMPACT

- Manage a client relationship representing approximately \$750K in annual agency revenue.
- Contribute to delivery and growth across a \$3M+ portfolio.
- Helped a key business partner reach 113% of goal through customer-focused planning, testing, performance analysis, and disciplined execution.
- Directed more than 100 email versions within a three-month period while maintaining accuracy, brand consistency, quality, and deadline adherence.
- Supported SMB programs averaging approximately 40% conversion through targeted communications, promotions, referrals, and re-engagement.
- Redesigned a delayed enterprise workflow, reducing turnaround from more than six weeks to approximately 20 days while rebuilding stakeholder confidence.

Figures are approximate, résumé-reported estimates.

PROFESSIONAL EXPERIENCE

The Lacek Group – A WPP Enterprise Solution

Jul 2021 – Present

Senior Account Executive (current role)

- Present campaign strategy, audience insights, creative recommendations, test plans, results, risks, and next steps to client leaders and cross-functional partners.
- Serve as a primary strategic partner across two Lines of Business, translating business priorities, audience needs, and campaign performance into integrated strategies, briefs, and execution plans.
- Lead customer-engagement programs across email, push, app, web, direct mail, and sales materials, from planning through launch.
- Align strategy, analytics, creative, technology, product, operations, channel, and review partners to resolve dependencies and deliver complex enterprise programs.
- Support forecasting, scope and pricing discussions, renewals, account growth, and resource planning while maintaining trusted client relationships.
- Develop AI agents for internal processes and two Lines of Business, focused on improving workflow consistency, knowledge access, and team productivity.
- Mentor teammates, review and approve work, delegate responsibilities, and manage one intern.
- Managed concurrent enterprise campaigns from intake through launch, translating client objectives into creative briefs, project plans, stakeholder communications, and measurable outcomes.
- Supported lifecycle, loyalty, retention, reactivation, and customer-experience programs using audience insights, behavioral segments, content variations, and structured testing.

SELECTED CLIENT & CAMPAIGN EXPERIENCE

- Supported the development and launch of a grocery loyalty experience from customer workshops and focus groups through journey design, welcome and birthday communications, abandoned-cart programs, rewards summaries, website and app experiences, and push notifications.
- Supported integrated marketing programs for major banking, retirement, and wealth-management clients across email, direct mail, sales presentations, and social content, working within detailed review and governance processes.
- Inherited a high-risk enterprise account approximately one month behind schedule, stabilized delivery, rebuilt stakeholder trust, and redesigned workflows to improve speed, visibility, and accountability.
- Partnered with the internal CODA product team to implement the workflow platform, establish usage standards, create documentation, and train six users after years of stalled adoption.
- Used Salesforce Marketing Cloud to deploy customer-facing email campaigns and support accurate, timely enterprise execution.

PROFESSIONAL EXPERIENCE · CONTINUED

SmartBase Solutions

Feb 2020 – Jul 2021

Associate Account Manager

- Served as the day-to-day marketing partner for approximately 40 recurring retail and salon clients while supporting campaigns across a broader portfolio.
- Managed email, SMS, loyalty, appointment-reminder, referral, re-engagement, birthday, and promotional programs from planning through launch.
- Reviewed campaign performance and customer response to recommend improvements to audiences, messaging, timing, offers, and re-engagement approaches.
- Trained clients on platform functionality, campaign processes, and marketing best practices, improving adoption and execution consistency.

LEADERSHIP & RECOGNITION

One direct report (intern) • Team mentoring, delegation, and work approval • Weekly client and executive presentations • Client workshops • CODA training for six users • Nominated for The Lacek Group Achievers and Impact Awards

TECHNOLOGY

Salesforce Marketing Cloud (email deployment) • CODA • Adobe Workfront • Jira • Microsoft Project • Excel • PowerPoint • Office 365 • Figma • Ziflow

EDUCATION

University of Minnesota, Morris | Bachelor of Arts, Communications, Media and Rhetoric