Hannah Kowalski

Lifecycle Marketing Manager

Lifecycle Marketing Manager with 7 years running email, SMS and push programs for subscription apps and marketplaces. Builds segmentation and personalization in Braze and Iterable, writes SQL for cohort analysis, and owns CRM journeys from onboarding to win-back that lift retention and revenue per user.

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Experience

Lifecycle Marketing Manager

Hudson Street Fitness • New York, NY • 04/2023 - Present

Subscription fitness app with 900,000 active members and a 40-person growth organization.

- Own the lifecycle marketing roadmap for **900,000** members across email, SMS and push in Braze.
- Redesign onboarding with behavior-based segmentation, lifting 30-day retention from 41% to 49%.
- Write SQL for cohort analysis in Snowflake, showing which journeys reduce 90-day churn.
- Manage 2 CRM marketers and a $450K messaging budget, keeping every send CAN-SPAM and TCPA compliant.

Senior CRM Specialist

Brooklyn Makers Market • Brooklyn, NY • 03/2021 - 03/2023

Online marketplace for 12,000 independent sellers and 2M yearly buyers.

- Built **35** Iterable journeys for buyer onboarding, abandoned carts and repeat purchases.
- Added personalization by category and price band, raising email revenue per send 26%.
- Launched an SMS program to 180,000 opted-in buyers that drove 8% of monthly orders.
- Ran holdout tests on every major journey to prove incremental revenue to finance.

Email Marketing Coordinator

Flatiron Readers Club • New York, NY • 06/2019 - 02/2021

Book subscription service with 500,000 newsletter subscribers.

- Scheduled **10** newsletters a week and checked rendering on 6 inbox clients.
- Cleaned and segmented subscriber lists in Excel, cutting bounce rate from 3.1% to 0.8%.
- Tested 2 subject lines on every send, building a library of 150 test results.
- Built 4 win-back emails for lapsed subscribers that recovered 3,200 paid memberships.

Skills

Lifecycle Marketing , CRM
Segmentation , Braze
Iterable , SMS , SQL
Cohort Analysis
Personalization , CAN-SPAM

Education

Bachelor of Arts

Fordham University
New York, NY
05/2019
Communications

Certificates

Braze Certified Marketer

Braze • 05/2024