

LESLEY CRAMER

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EDUCATION

02/04 – 05/08 California State University, Long Beach

BA in Journalism/Communications Minor

- College of Liberal Arts Dean's Honor Roll List
- President's Honor Roll List

COMPUTER SKILLS

- Adobe Suite
- HTML & CSS
- Meta Ads Manager
- CMS systems: Ironpoint, T4, Drupal, Wordpress, Shopify
- Web Author Certification: ADA-compliance, SEO, Analytics
- Email/SMS systems: MailChimp, Klaviyo, Postscript
- Attribution tools: GA4, Triple Whale

WORK EXPERIENCE

03/25 – Present Redbarn Pet Products | Long Beach, CA

Lifecycle, Retention and Marketing Manager

- Develop, manage, execute & optimize email, SMS & paid social marketing campaigns, including segmentation, automation flows, transactional emails, A/B testing, & personalization for Redbarn's brands
- Manage paid media strategy (traditional, retail media & social), budget management, & agency execution
- Ensure strong growth on lifecycle, advertised & growth eComm platforms
- Create & maintain customer journey mapping & implement data-driven improvements to enhance retention across the full lifecycle
- Lead growth strategies & ensure a holistic omni-channel strategies are connected to all retail media networks

09/24 – 03/25 Redbarn Pet Products | Long Beach, CA

Paid Media Marketing Manager

- Develop, execute & optimize customer acquisition & retention strategies for Redbarn's brands that reach & engage with potential & current customers to move them through the customer journey to drive revenue

- Manage the Paid Media Ad acquisition strategy, including Creative & Promotional direction, with a primary focus on Social Ads
- Monitor, test & optimize campaign performance
- Manage outside customer acquisition & retention agencies
- Develop, manage & execute other acquisition & retention strategies as needed, including direct mail, website CRO, affiliate, & more

03/21 – 09/24 Redbarn Pet Products | Long Beach, CA

Marketing Manager

- Assist in the build-out of a DTC website & program on Shopify
- Supervise Redbarn's Social Media Coordinator
- Plan & execute daily digital marketing initiatives, including email, social & content marketing programs
- Develop marketing strategies & DTC editorial calendar
- Manage & secure marketing placements across digital & print platforms
- Manage annual marketing editorial, advertising, & content calendars
- Serve as liaison with pet industry trade magazines & agency partners
- Write content for editorial coverage & other marketing materials including press releases, brochures, interview requests, blogs, & web content
- Key decision maker for all content published on Redbarn's website, social media channels, blog, & email marketing programs
- Manage vendors & partners, including PPC, affiliate, email, & developers for Redbarn's brands

01/20 – 01/21 Translational Pulmonary and Immunology Research Center | Long Beach, CA

Marketing and Communications Specialist

- Design, create, and manage communications for patients, potential patients, and internal parties, including print, email, social channels, website
- Draft & distribute crisis communications during COVID-19
- Manage outside vendors for website & collateral design
- Visual identity & brand specialist
- Graphic design

04/18 – 01/20 U.S.VETS | Los Angeles, CA

National Communications Manager, National Development

- Manage Development & Communication Managers
- Media Relations & Media Preparation
- Manage digital marketing, including donor emails, social media, website
- Manage End of the Year & giving campaigns
- Write, design & create print communications, including appeals & event communications
- Visual identity & brand specialist

- Update & modernize the U.S.VETS brand
- Graphic design & collateral creation

09/14 – 04/18 Loyola Marymount University | Los Angeles, CA

Design & Digital Specialist, Marketing & Communications Dept.

- Website designer & manager
- LMU Magazine Social Media Manager
- Manage multi-platform, university-wide campaigns, such as LMYOU
- Design, create & distribute emails from the University President & LMU Magazine
- Logo creation & visual identity specialist
- Graphic design
- Photography assistant

11/12 – 09/14 Loyola Marymount University | Los Angeles, CA

Executive Communications Assistant, Communications & Government Relations Dept.

- Schedule & plan events such as lectures & conferences
- Web content manager
- Electronic & print communications manager for School of Education, Office of Parent Programs, & other major events around campus
- Assist with digital aspects of LMU Magazine
- Electronic & print communications design
- Copy editor
- Prioritize department projects & requests

02/09 – 11/12 Ned R. Healy & Company Inc. | Huntington Beach, CA

Graphic Designer & Copy Editor

- Layout & design of company publications
- Take & edit pictures of product
- Copy edit company publications

08/08 – 02/09 Cerritos College | Norwalk, CA

Media Relations Coordinator/Public Information Officer

- Write & distribute press releases & feature articles
- Pitch story ideas to the media
- Write, format & distribute weekly e-newsletter
- Post press releases, articles & e-newsletters to the web
- Organize monthly publicity reports
- Internal print & electronic communication
- Layout & edit In Sight, a 170,000 community-circulated newspaper