

ALI FARUK

Senior Lifecycle Marketing Manager

ali.faruk1923@gmail.com | [Portfolio Link](#)

PROFILE

Senior Lifecycle Marketing Manager with **6+** years of experience building customer retention strategies for DTC and eCommerce brands. Experienced in owning the complete customer lifecycle including acquisition nurturing, onboarding, activation, retention, win-back, and revenue optimization. Managed CRM programs serving **75,000+** subscribers while generating approximately 30% of company revenue through **lifecycle marketing**. Skilled in lifecycle strategy, customer segmentation, experimentation, automation architecture, reporting, and cross-functional collaboration.

CORE COMPETENCIES

- Lifecycle Marketing Strategy
- CRM Strategy
- Customer Journey Mapping
- Marketing Automation
- Customer Retention
- Revenue Optimization
- Customer Segmentation
- Promotional Planning
- Personalization
- A/B Testing
- Experimentation
- Customer Lifecycle Management
- Email Deliverability
- KPI Reporting
- Cross-functional Collaboration

TECHNOLOGY STACK

CRM & Marketing

- Klaviyo
- Drip
- Omnisend
- Mailchimp

Creative

- BeeFree
- Canva
- Figma
- Photoshop

Analytics

- Microsoft Clarity
- Google Analytics
- Google Sheets
- Excel

PROFESSIONAL EXPERIENCE

SENIOR LIFECYCLE MARKETING MANAGER

- Senior Lifecycle Marketing Manager (2023 – Present)
- Lifecycle Marketing Manager (2021 – 2023)
- Email Marketing Specialist (2019 – 2021)
- Owned the end-to-end lifecycle marketing strategy across acquisition, onboarding, activation, post-purchase, retention, and win-back customer journeys for a growing DTC eCommerce brand.
- Managed CRM marketing initiatives for a 75,000+ subscriber database using Klaviyo, driving approximately 30% of total company revenue through lifecycle marketing and customer retention programs.



- Designed, built, and optimized marketing automation workflows including welcome series, abandoned cart, browse abandonment, post-purchase, replenishment, sunset, and win-back flows.
- Developed an abandoned cart recovery program generating approximately \$20,000 in monthly recovered revenue through automation, personalization, and behavioral segmentation.
- Implemented advanced customer segmentation strategies based on purchase behavior, engagement, lifecycle stage, and customer value to improve personalization and campaign performance.
- Led continuous A/B testing across subject lines, creative, messaging, offers, send times, and automation logic to improve open rates, click-through rates, conversion rates, and revenue.
- Planned and executed weekly promotional campaigns aligned with seasonal launches, product releases, and business objectives while maintaining strong deliverability and customer engagement.
- Analyzed CRM performance using campaign analytics, attribution reporting, customer insights, and lifecycle metrics to identify optimization opportunities and improve customer lifetime value (LTV).
- Collaborated cross-functionally with creative, content, and leadership teams to develop high-converting lifecycle campaigns that supported customer retention and long-term revenue growth.

LIFECYCLE MARKETING CONSULTANT

Freelance & Contract | Jul 2018 – Present

CLIENTS:

- Shrooms-online.cc (Contract)
- SaveOnGreens.net (Contract)
- ItrakMedia (Freelance)

KEY CONSULTING CONTRIBUTIONS:

- Developed lifecycle marketing strategies for multiple DTC and eCommerce brands, managing customer journeys from acquisition through retention.
- Built and optimized CRM automation using Klaviyo, including welcome, abandoned cart, post-purchase, and win-back workflows.
- Implemented customer segmentation and personalization strategies to improve engagement and repeat purchase behavior.
- Conducted A/B testing and campaign performance analysis to optimize revenue, conversion, and customer lifetime value.
- Collaborated with founders and marketing teams to align CRM initiatives with business objectives and promotional calendars.

KEY ACHIEVEMENTS

- Generated **30% of total business revenue** via email marketing
- Built automation generating **\$20,000/month** in recovered revenue
- Managed **75K+ subscriber database**
- Consistently delivered **\$1,500+ per campaign**



EDUCATION

Bahcesehir University

2015 - 2019

Bachelor's Degree in Computer Science

CORE SKILLS

- Email Marketing Strategy
- Klaviyo (Advanced)
- Lifecycle Marketing & Automation
- Segmentation & Personalization
- A/B Testing & Optimization
- Email Copywriting
- Campaign Analytics & Reporting