

Sarah Santangelo

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Retention, Lifecycle & Martech Optimisation Manager | UX-Informed Journey Optimisation

Retention, Lifecycle & Martech Optimisation Manager with 8+ years' experience driving measurable revenue growth and customer retention through UX-informed strategy across global B2C subscription, ecommerce, and insurance brands.

Specialising in structured A/B testing, segmentation strategy, and data-led lifecycle design, I partner cross-functionally to reduce churn, improve customer lifetime value, and optimise customer journeys from onboarding through to reactivation. Experienced operating at a global scale within regulated environments, balancing performance optimisation with governance and compliance.

Beyond the metrics, I bring a natural curiosity and genuine cross-functional value as a knowledge hub between technical and commercial teams; translating complex martech infrastructure into actionable strategy, and strategy into executional clarity. I'm drawn to building things properly by designing processes that are future-proofed and scalable.

Key Skills

Growth & Optimisation

- Customer/Lead/User journey design
- A/B testing schedules
- Customer segmentation & personalisation
- UX research tools: personas, design review, journey mapping, etc.
- Cross-functional collaboration
- Middle to bottom funnel conversion and retention optimisation

CRM & Technical

- Salesforce Marketing Cloud (Journey Builder, Email Studio, Automation Studio, Cloud Pages, Einstein, AMPscript, SQL)
- Tealium (EventStream & AudienceStream)
- Global campaign governance & compliance
- Data and subscriber management

Analytics & Platforms

- GA4, Zoho Analytics
- Looker Studio dashboard construction, management, and automation
- eCommerce and subscription service platforms: BigCommerce, Chargebee, and Shopify
- Usability Testing: Figma, Userpilot

Professional Experience

Email Marketing Manager - Full-time contract, nib Travel | April 2024 - Present

- Designed and implemented data-led renewal and win-back automation frameworks to senior stakeholders across three brands, regional and international markets, directly driving a 45% MOM revenue uplift in one campaign and a 26% revenue increase within one month launch in another.
- Architected dynamic seasonal content logic driven by behavioural signals across international markets, lifting average CTR from 1.35% to 1.89% (+40% relative) and click-to-open rate from 3.84% to 4.78% (+24% relative) - indicating improved content relevance beyond inbox placement.
- Led structured experimentation across onboarding, engagement, and reactivation journeys. Including AI personalisation testing which achieved 59% conversion rate versus 37% in the control group - an approximately 60% relative uplift on a core retention metric.
- Built first-party engagement data infrastructure via Salesforce Cloud Pages, replacing IT-dependent hosting platforms and materially expanding segmentation depth, dynamic content capability, and marketer autonomy. Reducing dependency on engineering resources for data-driven execution.
- Served as a martech point of contact during Marketing Cloud migration and global underwriting content updates, managing vendor relationships (Tealium) and providing executive-level reporting on timelines, budgets, and delivery risk.
- Designed and automated SQL-based reporting frameworks within Salesforce Marketing Cloud, reducing manual reporting workload and accelerating insight generation to support faster lifecycle decision-making.
- Overhauled content architecture across Marketing Cloud, improving asset discoverability and reducing content retrieval time from 1-2 days into a few minutes, which freed team capacity for higher-value optimisation work.
- Built and iteratively refined lifecycle performance dashboards in Looker Studio, providing leadership with clear visibility into experimentation outcomes and retention KPIs.

Global Retention Marketing Manager - Full-time, 3P Learning | Jun 2021 - April 2024

- Owned lifecycle growth and experimentation strategy across global subscription and ecommerce brands, managing 15+ concurrent automated journeys via Salesforce Marketing Cloud across AMER, APAC, and EMEA.
- Led structured A/B testing programmes across onboarding, engagement, upsell, and seasonal campaigns - achieving a peak open rate of 53% and contributing to 44% revenue growth across the channel over three years.
- Delivered \$200K+ AUD in revenue through the FY23 Global Black Friday campaign, optimising audience segmentation and dynamic content logic across a 3M+ contact database.
- Designed behavioural and seasonal dynamic content systems using AMPscript to personalise messaging at scale across three global regions, reducing the relative unsubscribe rate by 8% through incremental content improvements.
- Refined lead onboarding journeys based on acquisition source and engagement signals to improve trial to subscription conversion rates by 21% for upper funnel leads, and 38% for lower funnel leads.
- Established cross-functional feedback loops between marketing, customer service, and product to surface behavioural insights and drive iterative journey improvements — reducing reactive decision-making and aligning lifecycle initiatives to product roadmap priorities.

Global Marketing Team Lead, Retention - Full-time, Blake eLearning | Jun 2019 - Jun 2021

- Led retention optimisation strategy for the APAC region, increasing annual retention from 48% to 52% and sustaining 85%+ monthly retention — representing meaningful CLV improvement across the subscriber base.
- Designed and implemented structured experimentation programmes to iteratively improve engagement and conversion performance across lifecycle touchpoints.
- Aligned lifecycle initiatives with subscription growth objectives across regional markets, partnering cross-functionally to integrate customer feedback into journey refinement.

Marketing Assistant - Full-time, Blake eLearning | Jun 2017 - Jun 2019

- Executed and optimised lifecycle campaigns across AU/NZ markets
- Improved mobile optimisation and personalisation strategies, achieving 40%+ open rates
- Conducted performance analysis and delivered actionable optimisation insights

Education and Certifications

- Bachelor of Business, Marketing and Management - University of Technology Sydney
- Advanced UX Design - Harness Projects
- Marketing Cloud Email Specialist - Salesforce
- Databases and SQL for Data Science - Coursera