

Caitlin Fitzgerald

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Marketing Expert | Let's take big ideas and turn them into tangible projects with measurable results

Results-driven marketing professional with extensive experience in lifecycle marketing, CRM strategy, and user engagement. Proven ability to acquire, engage, and retain users through data-driven marketing campaigns and best-in-class CRM technology. Adept at working with cross-functional teams to develop and execute impactful strategies, enhancing user experience and monetization. Passionate about building scalable marketing programs that drive business growth.

Marketing Strategy & Best Practices | Creative Problem Solving | Analytics & Reporting | Automation | ROI/CAC Reporting | Prioritization & Strategy | Relationship & Team Management | Project Management | B2B/B2C | Salesforce Marketing Cloud | Adobe Workfront | JIRA | Salesforce | MS Outlook, Excel, Word, PowerPoint | Email Development & Compliance (CAN-SPAM, GDPR) | Copywriting | Retention | Leadership | Google Marketing Platform | Tableau

Professional Experience

Boleskine House Foundation SCIO, Foyers, Scottish Highlands, UK

February 2025-Present

Marketing Strategy & Execution Volunteer

Assisting Boleskine House Foundation SCIO (Scottish Charitable Incorporated Organization), a nonprofit in Scotland focused on the rebuilding of the formerly ruined Boleskine House on Loch Ness to be developed into an inclusive, community-based center that is focused on the advancement of culture, arts, and heritage with a focus on environmental protection and community enrichment in the Highlands. Responsibilities include:

- Developing measurable marketing strategies with the goal of expanding the ability of the foundation to offer enrichment and benefit to the community, making the destination a top location to visit within the Inverness area.
- Execute on strategy to drive results, report out on effectiveness to stakeholders, socialize the work of the foundation as needed.

BMO Bank, Chicago, IL

February 2023 - March 2024

Head of Lifecycle Marketing

Led a team of marketing professionals, providing mentorship and strategic direction to ensure the successful execution of lifecycle marketing initiatives. Owned end-to-end strategy and execution of the lifecycle efforts across multiple banking products. Implemented advanced reporting systems to analyze customer engagement, optimizing campaigns based on actionable insights, and measure campaign success. Elevated customer experience by optimizing lifecycle management and email automation, focusing on B2C and B2B integration. Partnered with the Marketing Analytics team to collaborate on a roadmap of data strategy and integrations.

- Developed and executed comprehensive marketing strategies to enhance brand visibility and customer engagement, leading to a 47% increase in funding rates via onboarding emails.
- Led innovative marketing campaigns across digital platforms, driving 85% higher engagement rate against company average.

Senior Lifecycle Marketing Manager

June 2021 - February 2023

Led email automation, journey work, and asset creation for the US Lifecycle Marketing team. Drove cohesive one-client approach across customer lifecycles. Partnered with customer advocacy to ensure campaigns were impactful and relevant. Developed advanced reporting systems to track customer engagement across digital channels. Participated in both B2C and B2B efforts.

- Leveraged CRM tools for list segmentation, consumer feedback, and personalized content delivery.
- Delivered automated, customized consumer education with a 26% higher engagement rate than company average.
- Targeted B2C and B2B clients on paperless statement adoption with 25% higher CTR than company average.

PosiGen Solar, New Orleans, LA

July 2017 - June 2021

Marketing Manager

Ran the entire marketing department. Cross-collaborated with customer support, analytics, operations, and sales teams to ensure end-to-end marketing success. Ensured brand consistency across all markets, maintaining and updating brand books and style guides. Developed and managed engaging copy across multiple platforms, including email campaigns, social media posts, blogs, and marketing materials. Directed media plans and ensured creative consistency across all materials. Designed visually appealing graphics and marketing materials adhering to brand guidelines. Implemented Salesforce Marketing Cloud integration and set up Datorama for enhanced digital marketing visibility.

- Rolled out training programs for sales teams and communicated marketing offerings effectively, driving 80% increase in program adoption.
- Analyzed and interpreted data to inform content strategies and improve campaign performance, implementing campaigns that had 50% lower cost of acquisition to company average.
- Implemented lead retention efforts that increased kept sales calls by 15%

Caitlin Fitzgerald Art, Bolton, MA

April 2018 - Present

Owner

Owner and operator of an independent art company. Run all operations including creation of art, client acquisition, outreach, gallery partnerships, website management, content creation, and marketing. Relevant marketing-based tasks include:

- Creating strategies to build contact lists for newsletters, writing copy for newsletters and blog posts.
- Engaging with audiences on social media, acquiring new leads as both galleries and independent buyers.
- Running digital ad campaigns for audience growth and sales.

Marketing & Sales Business Analyst**November 2014 - July 2017**

Developed advanced reporting solutions for sales and marketing departments, provided detailed sales and marketing metrics to executive management. Assisted in rolling out and training staff on a new customer referral program. Created a sales commission calculation process using CRM data and Excel.

- Launched detailed metric dashboards for sales and marketing teams.
- Improved customer referral program and trained staff on its use, increasing program performance by 88%
- Drove marketing-sales collaboration that increased campaign effectiveness

Telemarketing Team Lead**December 2013 - November 2014**

Created training materials to standardize team onboarding processes. Coached team to improve performance and sales numbers.

- Led a team with an 8% conversion rate on cold call leads, vs average of 2% for cold calling.

Certifications & Training

Salesforce Certified Marketing Cloud Email Specialist, Issued: February 2021 | Credential ID: 21854534

Bonfire Signature Women in Leadership Training, completed: Fall 2023

Google Ad Search Certification, Issued: March 2025 | Credential ID: 138059225

Google Started Using Google Analytics, Issued: March 2025 | Credential ID: 137925821

Education

Bachelor of Fine Arts - Tufts University, School of the Museum of Fine Arts