

MELISSA CADAVID

Lifecycle Marketing Manager

MELISSACADAVID.COM

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713-518-2695

LINKEDIN

EXPERIENCE

SoFi — Feb 2022–Aug 2025

Lifecycle Marketing Manager, Invest Activation (Full-Time | Remote)

- Led end-to-end consumer lifecycle strategy for SoFi's Invest Activation product, delivering improvements across acquisition, onboarding, activation, and early engagement for millions of users.
- Built and scaled multi-channel programs across email, push, in-app, and feed, supporting \$100M+ in quarterly inflows while improving activation and first-funding conversion QoQ.
- Designed and executed a multi-variant experimentation roadmap, testing messaging, segmentation, value props, channel mix, and behavioral triggers to lift engagement and conversion.
- Developed lifecycle reporting using existing dashboards and funnel analytics, synthesizing activation, retention, and engagement insights to inform quarterly OKRs and strategic roadmap decisions.
- Led journey design, personalization, and segmentation strategy, developing event-based, time-based, and propensity-informed flows that scaled across channels.
- Partnered with Product, Growth Marketing, Engineering, Data Science, Creative, and Legal to align lifecycle plans with user research, product launches, and business priorities.
- Contributed to CRM platform optimization in Braze, improving channel orchestration, targeting accuracy, and lifecycle scalability.
- Collaborated on expanding lifecycle strategy to Checking & Savings, developing onboarding flows that increased cross-product adoption and early engagement.

CADAVID CREATIVE — 2013–2022

Marketing & Design Strategist

- Led full-funnel marketing and brand strategy, integrating email, web, print, and content channels to drive lead generation, conversion, and long-term customer retention.
- Developed customer journey frameworks and campaigns, collaborating with founders and cross-functional partners to ensure cohesive storytelling, data-informed creative, and consistent brand experience across all touchpoints.

NACE INTERNATIONAL (AMPP) — 2018–2019

Email Marketing Specialist

- Developed and launched global B2B and B2C email campaigns, optimizing creative, messaging, and segmentation strategies to increase engagement and conversion across diverse international audiences.
- Implemented data-driven improvements to lifecycle communications through testing and performance analysis, enhancing relevance, deliverability, and member retention across key programs.

ACADEMY SPORTS & OUTDOORS — 2014–2017

eCommerce Digital Designer

- Collaborated with eCommerce, Marketing, and cross-functional stakeholders to design, code, and deploy high-performing digital campaigns across email, web, and paid media channels, ensuring a consistent customer experience and message alignment across lifecycle touchpoints for millions of customers nationwide.
- Applied data insights to optimize creative performance, A/B testing design layouts, copy treatments, and segmentation strategies to improve engagement and conversion. Analyzed campaign performance and optimized creative to enhance engagement across e-commerce and marketing channels.
- Supported major national brand and league campaigns for Nike, Under Armour, Adidas, NFL, NBA, MLB, and NCAA, ensuring creative met both brand and UX/UI best practices.

EDUCATION

Braze Certified Practitioner

Braze — 2024–2027

Women's Entrepreneurship Certification

Cornell University — 2021

Bachelor of Fine Arts, Graphic Design

The Art Institute of Houston — 2014

GPA 3.7 Summa Cum Laude

TRILINGUAL

English, Spanish, & Portuguese

AWARDS & PUBLICATIONS

Graphis Typography 3 | **Gold Award** | *Castro 1959*

Graphis New Talent Annual | **Platinum Award** | *Castro 1959*

Graphis New Talent Annual | **Gold Award** | *Transition*

National Technical Honor Society

Dean's Honor Roll

Merit Scholarship Recipient

SKILLS & TOOLS

Lifecycle:

Acquisition, Onboarding, Activation, Engagement, Retention, Personalization, Segmentation, Behavioral Triggers, Funnel Optimization, User Education

CRM & Platforms:

Braze, HubSpot, Movable Ink, Email + Push + In-App Messaging, Channel Orchestration

Analytics & Experimentation:

Amplitude, Tableau, Looker, Funnel Analysis, A/B Testing, Experimentation Roadmapping, Data-Driven Insights, Lifecycle Reporting

Creative & Technical:

Email & Push Creative Development, HTML/CSS, UX/UI Awareness, Visual Storytelling, Graphic Design, Video Editing, Motion Graphics, Photography

Core Strengths:

Journey Design, Cross-Functional Collaboration, Product-Led Growth, Strategic Planning, OKR & Roadmap Alignment, Retention Strategy