Gavin Warwick

Lifecycle / CRM Marketing (Email - SMS - Push - In-app) | Copywriting and Brand Voice | Partner Marketing

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SUMMARY

Lifecycle/CRM marketer with 5+ years at Backbone spanning product testing, customer support - now owning end-to-end lifecycle communications across email, SMS, push, in-app, and blog. Known for segmentation and deliverability optimization, brand voice/copywriting, and partner-led activations with Apple, Xbox, Epic, Blizzard, and Ubisoft.

HIGHLIGHTS

- Own Backbone's lifecycle communications end-to-end across email, SMS, push, in-app, and blog (strategy, copy, and lightweight design execution in Figma).
- Manage lifecycle at scale: 30+ automated flows, 2x weekly email campaigns, and millions of profiles across email, sms, and push.
- Led lifecycle stack consolidation Klaviyo + Attentive + OneSignal -> OneSignal, delivering $150K+ in savings and enabling improved personalization through unified customer data.
- Scaled a new sending domain during the migration with no deliverability disruption through careful warm-up, QA, and monitoring.

EXPERIENCE

Backbone Dec 2020 - Present

Lifecycle Marketing Manager (IC) (Dec 2023 - Present) | Marketing Associate (Nov 2022 - Dec 2023) | Customer Support Associate (Mar 2021 - Nov 2022) | Product Testing Associate (Dec 2020 - Mar 2021)

- Owned lifecycle marketing communications across email, SMS, push, and in-app, plus blog content supporting launches, partnerships, and seasonal campaigns.
- Built and optimized segmentation, targeting, and deliverability practices to improve performance while maintaining sender reputation and compliance.
- Managed and iterated 30+ automated flows (abandonment, conversion, onboarding/user education, retention), ensuring accurate triggers, QA, and reporting.
- Led cross-functional planning and execution for lifecycle moments (2x weekly email cadence) with Product, Design, Ops, PR, Social, and Partnerships.
- Owned lifecycle tooling strategy and administration; delivered $150K+ savings by consolidating Klaviyo, Attentive, and OneSignal into OneSignal.
- Supported CS operations and tooling improvements, including standing up an AI support agent and building deep product knowledge that later informed marketing.

Trader Joe's - Crew Member Mar 2019 - Dec 2020

SKILLS + TOOLS

Core: Lifecycle and CRM strategy; campaign planning and execution; segmentation and personalization; deliverability; copywriting and brand voice; partner marketing; cross-functional project management; A/B testing; QA and messaging governance; lightweight design execution (Figma).

Tools: OneSignal; Klaviyo; Attentive; Shopify; Twilio Segment; Zendesk; Figma; Jira; Linear; Notion; Google Workspace; Slack; AI tools.

EDUCATION

Portland Community College (PCC) - General Studies (2023)