

Marissa Batty

Senior CRM & Lifecycle Marketing, Retention, Loyalty & Ecommerce Growth

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28–35%

CRM REVENUE
CONTRIBUTION

88th

KLAVIYO
ENGAGEMENT
PERCENTILE

106k+

SUBSCRIBERS
MANAGED

10+ yrs

ECOMMERCE CRM
EXPERIENCE

PROFILE

Hands-on CRM and lifecycle marketing operator with **10+ years** building and scaling retention programs for ecommerce brands across fashion, beauty, lifestyle and education. Owns lifecycle revenue end to end in Klaviyo and Shopify, covering segmentation, automation, campaign execution, A/B testing and reporting, with CRM consistently contributing **28–35%** of total brand revenue and engagement performance in the **88th–89th** Klaviyo percentile.

CORE EXPERTISE

- **CRM & Lifecycle Marketing** segmentation, automation, journeys
- **A/B Testing & Optimisation** subject lines, creative, offers
- **Klaviyo (Advanced)** flows, campaigns, deliverability
- **Revenue Attribution** reporting, cohort and flow performance
- **Retention & Loyalty** repeat purchase, LTV, win-back
- **Shopify Operations** promotions, merchandising, code logic
- **Email & SMS** campaign architecture and QA
- **BFCM & Promotions** multi-stage, multi-brand execution

PLATFORMS

Klaviyo · Shopify · Marsello · Flodesk · Klaviyo Benchmarks · Shopify Analytics · Campaign QA & deliverability tooling

EXPERIENCE

The Savvy Studio · CRM & Lifecycle Marketing Specialist

2015 – Present

Embedded lifecycle CRM consultancy supporting ecommerce brands across fashion, beauty, lifestyle, homewares and education.

- Scaled CRM to **28–35%** of total revenue across multiple ecommerce brands; reached **28.23%** for a high-growth education brand.
- Deployed and managed Klaviyo across databases of **106,000+ subscribers**, including segmentation, flow architecture, campaign deployment and reporting.
- Delivered campaigns at **59% open rate** and **4.35% click rate**, ranking in Klaviyo's **88th–89th percentile**.
- Optimised welcome flow to **67.2% open rate** and **14.1% conversion** through iterative segmentation and testing.

- Built a loyalty-led CRM program from zero; loyalty comms drove **46.5%** of total CRM revenue over five years.
- Architected automated journeys: welcome, abandoned cart, browse abandonment, post-purchase, win-back and re-engagement.
- Executed BFCM across 6–8 brands simultaneously using a multi-stage architecture spanning email, SMS, Shopify and paid social.
- Ran continuous A/B testing across subject lines, creative, offer mechanics and send timing to lift engagement and conversion.
- Translated campaign and cohort performance into retention strategy and segmentation logic.
- Managed Shopify promotional execution: landing pages, merchandising, banners and discount/code implementation.

Cancer Council Queensland · Campaign Coordinator

2010 – 2015

- Managed integrated multi-channel fundraising campaigns including Australia’s Biggest Morning Tea and Daffodil Day across Queensland.
- Coordinated end-to-end campaign delivery across creative, media, regional and stakeholder teams.
- Owned campaign timelines, audience communications and reporting across large-scale public campaigns.

Grinders Coffee & Medibank Private · Marketing Coordinator

2005 – 2010

Marketing, communications and campaign coordination across corporate and consumer brands.

EDUCATION

Diploma, Events Management · Event Management Australia	2010
Digital Marketing Essentials · ADMA Australia	2011
Fashion Buying Introduction · Australian Fashion Council	2011