

VICTORIA EVERETT

CRM & LIFECYCLE OPERATIONS | CUSTOMER JOURNEYS | AUTOMATION | DATA & GOVERNANCE

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PROFESSIONAL SUMMARY

CRM and lifecycle operations leader with 20+ years connecting acquisition, customer data, messaging, support, payments, analytics, and retention into measurable customer journeys. Career developed alongside customer operations and acquisition economics, creating a practical view of lifecycle: what happens after the click, what customers are worth, where revenue leaks, and whether additional spend makes economic sense. Deep experience in CRM/ESP administration, segmentation, audience logic, campaign execution, QA/UAT, cadence and contact governance, deliverability, and reporting across owner-led businesses and regulated enterprise iGaming. Scale includes 30+ consumer brands, 59 media properties, 10M+ customer records, 400+ iGaming campaigns / 5M+ sends, and \$3M+ in Meta spend alone.

CORE EXPERTISE

CRM Operations & Optimization | Lifecycle Strategy | Customer Journey Architecture | Segmentation & Audience Logic | Marketing Automation | CRM / ESP Administration | Cadence & Contact Governance | Retention & LTV | Data Quality & Governance | Reporting Requirements & KPI Logic | Attribution & Tracking | QA / UAT / Data Validation | API & Platform Integrations | Platform Migration | Acquisition & Retargeting | Workflow & Process Improvement | Training & Adoption

PROFESSIONAL EXPERIENCE

Caesars Entertainment | CRM Specialist, iGaming | Remote | Apr 2025-Present

- Execute end-to-end lifecycle CRM across email and mobile in regulated enterprise iGaming, managing execution and QA for 400+ campaigns and 5M+ sends while partnering across Analytics, Compliance, Brand, Promotions, Technology, and marketing leadership.
- Audit customer journeys, suppression rules, cadence, targeting, duplication, and reporting to identify structural governance and data-quality issues affecting customer experience and measurement.
- Supported operationalization and adoption of a newly deployed Optimove environment, including audience logic, campaign structure, QA validation, and cross-functional processes; maintain active Optimove Certified Professional status.
- Translate business, audience, and reporting questions into actionable requirements centered on customer behavior, data integrity, and measurable outcomes.

Olympus Peak Media | Marketing Operations Manager | Remote | Apr 2023-Mar 2024

- Returned to a business and technology ecosystem I had previously helped build and scale, supporting CRM, lifecycle, automation, data quality, reporting, platform configuration, and operational troubleshooting.
- Applied deep knowledge of brands, systems, customer data, and the operating model to identify root causes quickly and improve campaign processes, platform use, and cross-functional handoffs.

Digital Media Solutions | Product Operations Manager | Remote | Aug 2022-Mar 2023

- Managed technical onboarding and campaign implementations for advertisers and publishers, including platform configuration, routing, caps, launch requirements, QA, and data validation.
- Managed API integrations and data flows between CRM systems, third-party networks, publishers, advertisers, and sales channels; investigated transmission, tracking, and configuration issues.
- Translated partner and business requirements into technical implementation needs across Sales, Engineering, Product, Design, and Operations.

Native Commerce / Olympus Peak Media | Business Operations, CRM & Marketing Systems Lead | Hybrid / Remote | Aug 2013-Jul 2022

Long-tenured operating role across an evolving digital media and commerce group; progressed through broad executive operating leadership, including serving as COO, into deeper ownership of CRM, customer lifecycle, analytics, acquisition, payments, and revenue systems.

- Led CRM and lifecycle systems across 59 media properties, 30+ active consumer brands, and databases exceeding 10M customer records; served as primary administrator for core ESP/lifecycle systems and customer-data workflows.

Native Commerce / Olympus Peak Media | Continued | Hybrid / Remote | Aug 2013-Jul 2022

- Connected acquisition, tracking, CRM, lifecycle automation, cross-sell, recovery, retention, and LTV; managed \$3M+ in Meta advertising spend alone plus Google and programmatic/SSP acquisition, using backend customer value to inform media economics and reinvestment decisions.
- Owned analytics requirements and operational reporting across customer, acquisition, lifecycle, and revenue functions; worked directly with owners to define logic, validate usability, and turn reporting into decisions.
- Built workflows, scripting, automation, QA, documentation, training, migrations, integrations, user provisioning, permissions, and platform evaluation across CRM/ESP, customer support, communications, commerce, payments, and analytics.
- Scaled customer operations from a small in-office support function into a distributed U.S. and Philippines organization exceeding 50 staff across concurrent brands; personally hired and onboarded 100+ employees while improving support workflows, scripts, training, escalation, and resolution time.
- Managed payment and merchant operations across multiple processors and commerce flows, using customer policies, support workflows, recovery, and data to reduce chargebacks and protect revenue.

DigitalMarketer / Driving Traffic / Idea Incubator | Progressive Roles - Customer Experience, CRM & Marketing Systems | Austin, TX | Jun 2008-Jun 2017

Joined as a Customer Service Representative during the early startup years and progressed into broader ownership across customer operations, systems, live events, CRM, and marketing execution. Crossover / parallel responsibilities continued after the Native Commerce business split.

- Built support-desk workflows, scripts, automations, operating processes, and team practices that reduced manual work and supported multi-product, high-volume launches.
- Managed customer-facing teams and lifecycle operations across products and events, including segmented communications, registration, confirmations, scheduling, support, room blocks, and post-event follow-up.
- Coordinated execution across Marketing, Sales, Customer Care, IT, and leadership for campaigns, launches, webinars, evergreen funnels, and live events.
- Progressed by repeatedly learning an operating function end-to-end, systematizing the workflow, documenting and training the process, then moving into the next constraint while retaining visibility across the connected customer journey.

SELECTED PLATFORMS & TECHNICAL

Platform experience spans administration, implementation, configuration, migration, workflow design, QA, training, integrations, access management, and operational ownership - not simply end-user exposure.

CRM / Lifecycle / Messaging: Optimove, Infusionsoft / Keap, 1AutomationWiz, Konnektive, GoHighLevel, Maropost, Klaviyo, ActiveCampaign, Drip, Mailchimp, Sendlane, Campaign Monitor, Constant Contact, GetResponse
Customer / Commerce / Contact Center: Zendesk, Help Scout, Freshdesk, SnapEngage, Shopify, WooCommerce, ClickFunnels, LimeLight CRM, Five9, RingCentral, Twilio, 8x8, CallFire, Stripe, PayPal, Authorize.Net
Analytics / Acquisition / Email / Web: Google Analytics, GTM, Meta Business Manager / Ads, Google Ads, Taboola, Outbrain, Crazy Egg, Hotjar, SendGrid, Mailgun, Return Path, Litmus, WordPress, Leadpages, Unbounce, OptimizePress, Google Workspace, cPanel / DNS, SPF / DKIM / DMARC

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Optimove Certified Professional | Google AI Professional Certificate (2026) | OpenAI - AI Foundations, Applied AI Foundations, Agents and Workflows (2026) | Anthropic - AI Fluency Framework & Foundations; Claude 101 (2026) | Google Data Analytics Certificate (2023) | Google / Coursera - Foundations of Cybersecurity (2023) | Infusionsoft Certified Sales & Marketing Expert (2013, headquarters training)
Earlier credentials include Google AdWords, DigitalMarketer Certified Customer Acquisition Specialist, HubSpot Email Marketing, and HasOffers Qualified User: Ad Network.