

Becky Roesch

Marketing Operations Specialist

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PROFESSIONAL SUMMARY

Marketing Operations professional with proven expertise in email marketing execution and learning technologies. Currently completing M.S. in Information Science & Learning Technologies (4.0 GPA) at University of Missouri. Demonstrated success in campaign development and execution while developing innovative educational experiences through instructional design methodologies. Strong background in adult learning theory, customer education, and technology training with a passion for creating accessible, engaging learning experiences that drive measurable results.

PROFESSIONAL EXPERIENCE

Marketing Operations Specialist

St. Louis, Missouri

Metabolic Meals LLC

2023 - Present

- Developed and executed comprehensive email marketing campaigns, contributing to team achievements of **120% increase in open rates** and **165% increase in click rates**
- Independently designed and implemented two-portfolio welcome flow with 14 drip emails each for new customer onboarding
- Created comprehensive 90-day automated email portfolio, spanning five flows (drop cart, winover, sunset, suppression, and revival) targeting prospects who had never placed an order
- Achieved **37% increase in community engagement** through strategic content development and relationship building across multiple platforms
- Improved email bounce rates by **36%** through proactive list hygiene and data quality management initiatives
- Executed SMS and email campaigns using Klaviyo CRM platform while monitoring performance metrics and providing data insights

Marketing Coordinator

St. Louis, Missouri

Metabolic Meals LLC

2020 - 2023

- Coordinated cross-functional initiatives across marketing, technology, and production teams to optimize campaign performance
- Successfully managed remote work responsibilities with autonomy, maintaining productivity and collaboration across distributed teams

Training Lead

St. Louis, Missouri

Apple Store West County

2020

- Designed and deployed training programs for product and partner launches using WebEx and in-person delivery methods
- Maintained **94% customer satisfaction rate** across all training and educational initiatives

Field Trip Champion

St. Louis, Missouri

Apple Store West County

2018 - 2020

- Developed custom educational content for community and educational groups, meeting specific organizational goals and requirements
- Grew program attendance by **150% in 18 months** through innovative scheduling and strategic recruitment
- Coordinated staffing, logistics, and documentation for educational group experiences

Creative & Technical Specialist

St. Louis, Missouri

Apple Store West County

2002 - 2020

- Facilitated adult learning sessions with focus on hands-on, experiential learning methodologies
- Conducted real-time needs analysis to customize training approaches within individual and group sessions
- Troubleshoot iOS devices and provided technical support while maintaining customer education focus
- Exceeded sales and customer service goals through consultative approach and educational expertise

Elementary Teacher, Grades 4-5

Missouri

Brentwood & Farmington School Districts

1995 - 2002

- Successfully piloted wireless technology curriculum with 70 students, leading to district-wide implementation
- Built and maintained classroom website for student, family, and community engagement
- Implemented electronic grade book system for improved record keeping and student management
- Collaborated with administration and families to integrate technology solutions for diverse learning needs

EDUCATION

Master of Science, Information Science & Learning Technologies

Fall 2025

University of Missouri Columbia

Specialization: Learning Technologies & Design

Chancellor's Certificate, Electronic Arts & Publishing

Completed

University of Missouri St. Louis

Adobe Creative Suite, graphic design, desktop publishing

Bachelor of Science, Elementary Education

Completed

Northwest Missouri State University

Minor in English

TECHNICAL COMPETENCIES

Learning Design:

Instructional Design, Game-Based Learning, Universal Design, Canvas LMS, Adult Learning Theory

Project Management:

Academic Project Management Theory, Risk Assessment, Resource Planning, SmartSheet, Gantt Charts

Digital Marketing:

Klaviyo CRM, Email Marketing, SMS Campaigns, Marketing Automation, Analytics & KPI Monitoring

Technical Proficiency:

MS Office, Apple Hardware/Software, Web Development, Video Conferencing, Adobe Creative Suite

KEY ACHIEVEMENTS

- Independently created and executed comprehensive email marketing flows, contributing to significant team performance improvements
- Successfully completed 10 graduate courses in Learning Technologies with **4.0 GPA**, focusing on instructional design and educational technology
- Maintained **94% customer satisfaction rate** across training and educational initiatives
- Pioneered wireless technology integration in K-12 environment, leading to district-wide curriculum adoption