

Carly Lize

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PROFESSIONAL SUMMARY

Growth-focused Senior Marketing Manager with 5+ years of experience steering integrated campaign strategy, brand messaging, social media, and performance marketing for leading CPG and e-commerce brands. Proven track record of owning end-to-end campaigns that drive multi-channel revenue, scale digital audiences to 12M+ followers, and modernize marketing workflows through AI automation.

WORK EXPERIENCE

Senior Marketing Coordinator (*Acting Strategy & Client Lead*)

April. 2026 – Current

Pillar Marketing Corp | Remote

Primary strategic and creative lead for key client accounts at a high-velocity marketing agency, reporting directly to the CEO/CMO and owning end-to-end campaign development, content strategy, email/CRM, and cross-channel execution across a 6+ client portfolio.

- Co-developed the go-to-market strategy for the *Quantum Rocket Bottle* launch for Jones Soda, generating **\$772K+ in campaign revenue** (15.6K+ units sold) with a **33.37x Meta ROAS** and **11.56x Google ROAS**.
- Executed targeted Klaviyo email campaigns yielding **\$340K+ in email revenue** for key client product drops while driving continuous funnel optimization through performance analytics.
- Direct social strategy and creative execution for Cheech & Chong's 12.85M+ follower audience, generating 75M+ Facebook and 14M+ TikTok impressions with positive engagement trends.

Copywriting Consultant

Kohl's | Remote

Aug. 2025 – April 2026

- Spearheaded nationwide brand messaging strategy and voice realignment across in-store visual displays in 1,100+ U.S. retail locations to elevate brand perception.
- Collaborated with cross-functional teams, designers, vendors, and external partners to ensure effective communication and successful project execution.
- Leveraged AI-powered tools & CMS workflows to optimize copy, improve consistency, and increase in-store foot traffic.

Content Manager

eBay | Remote

Jan. 2025 – July 2025

- Managed regional localization, content scheduling, and global deployment for lifecycle seller email campaigns reaching 10M+ users worldwide.
- Directed end-to-end publishing operations for 6 long-form editorial articles per month, coordinating visual design layout and strategic go-to-live execution.
- Streamlined seller onboarding and digital acquisition funnels by optimizing 3 key Seller Hub landing pages (*Start Selling*, *How to Sell*, and *What to Sell*).

Copywriter

Aug. 2021 – Dec. 2024

Kohl's | Menomonee Falls, WI

- Onboarded and mentored junior copywriters and marketing interns, establishing brand style guides, content standards, and team best practices.
- Executed brand identity and positioning strategy for the launch of 2 private-label brands (*Mingle & Co.* and *Miryana*), contributing to a 32% increase in in-store home category footprint.
- Conceptualized multi-platform content strategy for 30+ weekly social media assets, driving a ~20% increase in total audience growth while maintaining strategic voice alignment.

EDUCATION

Michigan State University

Bachelor of Arts, English & Communications

May, 2021

East Lansing, MI | GPA: 3.9

SKILLS

- Technologies:** Figma, Canva, Google Suite, [Monday.com](https://www.monday.com), Asana, Klaviyo, Sprout, Sprinklr, Meta Business Suite, Adobe
- Skills:** Strategic Planning; Brand Marketing; Digital storytelling; SEO & conversion-based copy