

# COURTNEY GONZALEZ

## DYNAMIC SAAS AND MARTECH PROFESSIONAL MARKETER

📍 San Antonio, TX 📞 210-867-3083 ✉️ courtney@cocogonzo.com 🌐 LinkedIn

10+ years of expertise in client solutions, email marketing, and program efficiency

Passionate about leveraging email's potential to engage the right audience at the right moment. Transforms chaos into organized strategies, combining humor and diligence to meet deadlines. Proven track record of delivering impactful results, including successfully migrating databases without service disruption, implementing strategy for increased profitability, and restructuring under-performing campaigns. Consistently saves time by overhauling ineffective systems, reducing confusion, and streamlining processes. Builds strong relationships with clients and colleagues, driven by a genuine desire to understand and support their needs.

### PROFESSIONAL EXPERIENCE

#### Victory Pest, San Antonio, TX

Pest control serving greater San Antonio area | (210) 535-3597

#### EMAIL & SMS CONSULTANT ● August 2025 – present

Aided small business team by creating and implementing email and SMS approaches from the ground up. Responsible for management and documentation of all marketing campaigns involving email and SMS. Manage current marketing databases; maintaining clean lists and accurate customer information to comply with CAN-SPAM laws. Deliver regular key metric reports to CEO.

- Pushed campaigns to gain new customer bases in outlying areas (Seguin, Austin, Cibolo) with targeted outreach and local events.
- Developed marketing systems from scratch and implemented their use across the call center, resulting in a unified and timely response to customer inquiries, updates, and service requests.

#### ContinuumGlobal (contracted to Coinbase), San Francisco, CA

Marketing agency focused on global clients | (415) 685-3302

#### PROJECT MANAGER ● Mar 2022 – Oct 2024

Cultivated a robust partnership with Coinbase, a leading cryptocurrency client with a global user base of 110 million, by acting as an integral part of their CRM team. Served as Project Manager while also fulfilling diverse roles as needed, leveraging HTML and CSS skills. Focused on managing and executing high-impact campaigns, ensuring adherence to timelines, contributing design insights, and addressing quality assurance issues from internal teams. Oversaw cohesive email, push, and in-app communications, providing strategic feedback on lifecycle campaigns and supporting requests across various product lines. Assisted in reviewing, editing, and scheduling email and SMS communications, managing segmented outreach to over 1 million recipients.

- Implemented a streamlined Rewards Digest lifecycle campaign, transforming a single high-volume email into two targeted campaigns, enhancing engagement with a 50% increase in open rates and a 30% boost in coin transactions, while achieving a 90% reduction in build time through automation and real-time API integration.
- Secured a \$500,000 increase in contract value and the addition of a new position for Coinbase through exemplary team performance, leading to a 100% CSAT score and multiple contract renewals, as acknowledged by senior leadership at ContinuumGlobal.
- Contributed to ContinuumGlobal's inaugural public client testimonial, enhancing the company's credibility; led special projects, including the development of "The Rewards Digest" and a comprehensive email best practices guide for the CRM team; proactively addressed unique requests from product managers, providing tailored solutions outside of standard job responsibilities.
- Developed comprehensive documentation for Coinbase, including step-by-step guides and troubleshooting tips for email campaigns in Iterable and Iris, as well as SMS pushes, empowering non-email product owners with self-service templates for quality assurance submissions.

**IBM (contracted through Collabera), Austin, TX**  
Technology and consulting firm specializing in cloud solutions and AI | (888) 426-4357

**EMAIL SERVICES PROVIDER MANAGER ● May 2020 – Mar 2022**

Spearheaded the management of email campaigns and addressed ad-hoc requests across diverse business units. Delivered insightful marketing reports to product owners, highlighting gaps and opportunities, alongside regular quarterly business reviews. Oversaw the execution of email campaigns, coordinating with deployment specialists to ensure seamless operations. Authored comprehensive Standard Operating Procedures for the new email service platform, detailing the complete process of email builds from conception to completion, including special requests such as subject line testing and dynamic content integration.

- As an Email Process and Deployment Specialist, successfully led a critical project to transition IBM's client, USAA, to a new email service platform while maintaining deliverability and IP integrity. Identified workflow gaps within email marketing processes and developed support plans, securing buy-in from senior leadership. Developed a strategic action plan that prioritized low-volume campaigns to safeguard IP integrity, ensuring a seamless transition.
- Conducted workshops with each line of business during Q2 2020 to assess email needs before a major migration, analyzing a year's worth of email data, recurring programs, and best practice recommendations; resulting in improved campaign documentation and dynamic messaging yielding up to 30% increase in engagement for key loan segments.
- Developed comprehensive SOPs for Adobe Campaign that covered the email build process, analytics interpretation, and special request execution, ensuring clarity for non-technical users through detailed instructions and visual aids.

**Generations Federal Credit Union, San Antonio, TX**  
Financial services credit union serving San Antonio and parts of Austin, Texas | (210) 229-1850

**MARKETING PROGRAMS MANAGER ● May 2015 – May 2019**

Oversaw email marketing operations, executed full-cycle email campaigns and produced in-house content, graphics, and email coding. Developed effective lead funnels and engagement programs across various products. Partnered with the Business team to integrate B2B leads into strategic funnels for expanded opportunities. Initially hired as Email Marketing Manager, streamlined email marketing efforts within a growing department by managing end-to-end campaign processes, maintaining data integrity in Marketo, and advising on email strategy.

- Managed marketing programs, overseeing all marketing systems, while executing 100% of email marketing efforts that engaged a membership base of 50,000, including the coordination of special projects like the youth scholarship program.
- Saved the credit union \$70,000 by transitioning from Marketo to the cost-effective DocuMatix platform, providing a comprehensive analysis of three alternatives and driving the decision through expert recommendations.
- Developed and executed the "Approved Not Yet Funded" campaign, which targeted approved loans pending documentation, leading to a 69% funding rate and generating approximately \$100,000 in revenue through effective personalized outreach and streamlined submission options.
- Revamped Member Onboarding by creating distinct entry pathways, enhancing engagement from 10% to 60% open rates and 0% to 20% click rates, while significantly increasing the uptake of additional services among new members.
- Collaborated with the Retail Department to synchronize marketing initiatives with Call Center operations, identifying misalignments in communication that caused member confusion. Developed a touchpoint calendar that mapped marketing emails to Call Center call schedules, enabling operatives to proactively inform members about upcoming communications.

**World Car Auto Group, San Antonio, TX**  
Auto dealership with 12 locations in San Antonio and New Braunfels | (210) 599-5959

**EMAIL MARKETING SPECIALIST ● Apr 2013 – May 2015**

Initially hired as a Digital Web Assistant, monitored review platforms, and promptly notified dealerships of negative feedback. Demonstrated exceptional performance, leading to a promotion as Creative Coordinator, and orchestrated marketing events and customer retention strategies. Transitioned into email marketing, ultimately overseeing 100% of the company's email initiatives, which included creating engaging newsletters. Collaborated daily with a team of eight, as well as interfacing with the call center and general managers, significantly enhancing communication and marketing effectiveness.

- Spearheaded the development of the organization's inaugural marketing calendar and comprehensive email campaign analytics, effectively introducing email marketing strategies to a previously unacquainted team.
- Managed email communications for multiple dealership locations, tailoring content for each region, developed dynamic email templates, and maintained a comprehensive analytics dashboard for all campaigns.

## KEY SKILLS

---

**Communications:** Copywriting, Brand Voice, Copy Editing

**Quality Assurance & Compliance:** QA in Highly Detailed Markets; Finance Regulations; Local & Overseas Marketing Requirements

**Email Service Providers:** Adobe Campaign, Marketo, Iterable, Eloqua, Iris, Hubspot

**Marketing Tools:** Figma, Salesforce, Asana, Workday, Basecamp, Slack

**Technical:** SQL Databases, HTML & CSS, Dynamic Content, Testing & Optimization

## EDUCATION & CERTIFICATION

---

**Bachelor of Arts in Communications: Journalism** *University of the Incarnate Word, San Antonio, TX*

Asana Workflow Specialist (July 2025)

## REFERENCES

---

**Richard Wong**

*ContinuumGlobal Account Director*

(510) 387– 4441 rwong@continuumglobal.com

**Bradley Wilkinson**

*ContinuumGlobal Account Director*

(619) 677– 4574 bwilkinson@continuumglobal.com

**Walter Arnold**

*IBM Managing Consultant*

(678) 381– 9441 warnold@ibm.com

**Ashley Harris**

*PNC Vice President*

(210) 244 – 2006 AshleyMHarris@pnc.com