

LATEISHA STEWART-GREENE

Lifecycle Marketing Manager

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SUMMARY

Lifecycle Marketing Manager with 12+ years of experience across lifecycle marketing, email, marketing automation, and customer engagement. Focused on activation, product adoption, retention, and revenue, with experience using experimentation, customer behavior, product signals, and AI to improve the customer journey. Proven track record of growing from hands-on email execution into lifecycle strategy and cross-functional leadership.

EXPERIENCE

ZAPIER

Lifecycle Marketing Manager | Mar 2026 – Present

- Lead lifecycle strategy across email and in-product messaging, focused on activation, product adoption, expansion, and retention.
- Partnered with Data and Marketing on an email incrementality holdout experiment that demonstrated approximately \$9.8M in annualized incremental ARR. Users who received email showed 11–17% higher activation, upgrades, and ARPPA than the holdout group.
- Own MCP lifecycle strategy, including post-setup activation and nurture; drove a 9.17% first-tool-call conversion rate and received an Innovator Badge for the program.
- Lead lifecycle programs that help customers discover and adopt Zapier's AI products and workflows.
- Use product and AI usage signals to identify high-intent accounts and surface opportunities for Sales.
- Led onboarding experimentation that produced a 20% lift in 14-day activation versus holdout, including a test that delivered a 15% relative lift in activation and 4.6× more Zap enables within four hours.
- Own 10+ lifecycle journeys across onboarding, activation, nurture, product adoption, and re-engagement, reaching audiences of 1M+ users.
- Built scalable automation and self-service campaign processes, including a webinar email system designed to reduce recurring email requests by approximately 50%.
- Partner with Product, Growth, RevOps, Sales, Data, and Engineering to develop and measure lifecycle programs tied to business and product goals.

Team Lead, Email Marketing | Jul 2022 – Mar 2026

- Led email marketing strategy across automated, triggered, promotional, and transactional customer communications.
- Managed and developed email marketing talent while improving campaign planning, testing, and measurement processes.
- Partnered with Product, Marketing, RevOps, and other teams to build customer journeys around product and business goals.
- Used segmentation, behavioral data, personalization, and experimentation to improve campaign performance and customer engagement.

Sr. Email Marketing Specialist | Sep 2020 – Jun 2022

- Built and optimized automated email campaigns and customer journeys across multiple lifecycle stages.
- Managed segmentation, personalization, dynamic content, A/B testing, and campaign performance.
- Partnered with cross-functional teams to turn customer and business needs into targeted lifecycle programs.

Email Marketing Specialist | Jul 2019 – Sep 2020

- Executed targeted email campaigns and automated customer journeys across the customer lifecycle.
- Built audience segments, campaign workflows, and personalized communications.
- Managed campaign QA, testing, scheduling, and performance reporting.

LENDINGTREE

Email Marketing Specialist | Aug 2018 – Dec 2018

STUDENT LOAN HERO

Email Automation Specialist | Jan 2018 – Aug 2018

Student Loan Hero was acquired by LendingTree.

- Built and managed automated email campaigns and customer journeys using behavioral data and audience segmentation.
- Supported campaign testing, reporting, QA, and performance optimization.

CIGNA HEALTHCARE

Email Marketing Developer | Apr 2016 – Jan 2018

- Developed and maintained email campaigns and customer communications supporting engagement and retention.

- Worked with marketing teams to build, test, and optimize automated email programs.
- Supported campaign production, QA, segmentation, and performance reporting.

SKILLS

Lifecycle Marketing: Lifecycle Strategy · Customer Journeys · Activation · Product Adoption · Retention · Personalization

Marketing Automation: Email Marketing · In-Product Messaging · Segmentation · Triggered Campaigns · Dynamic Content · A/B Testing

AI & Product Growth: AI Adoption · AI Product Marketing · MCP · AI-Assisted Marketing · Product Usage Signals · Signal-Based Marketing

Analytics & Experimentation: Incrementality Testing · A/B Testing · Behavioral Data · Campaign Analytics · Performance Measurement

Leadership: Cross-Functional Leadership · Team Development · Product · Growth · RevOps · Sales · Data · Engineering

TECHNOLOGY

Iterable · HubSpot · Figma · Salesforce · Looker · Amplitude · Eppo · Coda · Asana · Parcel

EDUCATION

Virginia Commonwealth University (VCU)
Bachelor's Degree | 2013