

## **ROBIN KRUEGER-CATON**

Marketing Specialist | Email and Automation | Marketing Operations  
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Marketing operations professional with 20+ years of experience translating strategy into execution across B2B, B2C, and B2B2C email, digital, and direct marketing programs. Skilled in segmentation, automation, testing, copywriting, and analysis, delivering measurable results including double-digit response rates and revenue growth. Known for strong coordination across clients, leadership, sales, and technical teams, improving workflows, and supporting smarter marketing decisions through insight and collaboration. Combines creative thinking and hands-on execution with cross-functional coordination and the adaptability to leverage tech, including AI and marketing automation platforms, in a rapidly evolving landscape.

### **CORE STRENGTHS**

Marketing Operations • Segmentation • Marketing Automation  
Email Marketing • A/B Testing • Performance Analysis • Excel  
Martech and Platform Coordination • Cross-Functional Collaboration  
Copywriting • Process Improvement • Clear Communication

### **MARKETING TECHNOLOGY**

Emfluence (Certified) • Dynamics CRM • Zimplify Lead Orion  
AEM • HTML (Troubleshooting) • Acrobat Pro • Snagit  
AI Tools (ChatGPT, Copilot, Claude, Gemini)

### **PROFESSIONAL EXPERIENCE**

#### **Forrest T. Jones & Company | Marketing Specialist | 2007–2025**

Marketing strategy, segmentation, email automation, CRM coordination, and cross-functional project leadership across email, web, social, direct mail, print, and event signage.

#### **Strategy and Planning**

- Conducted competitive and software-solution research, provided strategic recommendations, collaborated with program managers on strategic direction, and developed and presented annual marketing plans to the client.
- Evaluated campaign results to refine and improve messaging.

#### **Email and Automation**

- Built segmented email campaigns, workflows, templates, and forms in Emfluence (12+ years) and resolved HTML rendering issues.
- Created the award-winning “Safe or Sorry” quiz email campaign, increasing policy sales by 44.2% (844 new policyholders) and boosting premium income by 6.8%.

- Improved engagement through A/B testing and targeted messaging, achieving a 20% response rate.

### **CRM and Martech**

- Coordinated Microsoft Dynamics CRM customization and served as day-to-day administrator, creating documentation and supporting users across business units.
- Identified and helped implement the Zimplify Lead Onion buyer-intent platform, enabling behavior-based lead sourcing and automated outreach campaigns; managed targeting, optimization, and credit usage.
- Built and updated web pages in Adobe Experience Manager (AEM), using components to structure content and ensure accurate page layout.

### **Copywriting**

- Wrote and edited copy for email, direct mail, websites, and ads, contributing to an 8.8% direct mail response rate.

### **Cross-Functional Collaboration**

- Coordinated initiatives with clients, leadership, IT, sales, consultants, insurance carriers, and external vendors (digital, print, microsite, data).
- Streamlined workflows and identified opportunities to increase efficiency.

### **BOLD Internet Business Solutions | Marketing Consultant | 2006**

- Led Russell Stover's expansion into catalog, website, and email marketing.
- Directed catalog creative and developed RFM segmentation and list strategies.
- Improved e-commerce product presentation through refined copywriting.
- Developed and executed email strategy that increased e-commerce sales by 172%.

### **J. Schmid & Associates | Marketing Consultant / Circulation Analyst | 2004–2006**

- Provided strategic consulting using benchmarks, cost-to-acquire and lifetime-value calculations, breakeven and square-inch analysis, and competitive research.
- Developed annual mail plans with retention/acquisition strategies and forecasts.
- Conducted creative critiques to improve catalog sales and brand positioning.

### **EDUCATION**

**Bachelor of Arts in Business and Economics** — Park University (4.0 GPA)

### **CERTIFICATIONS**

Marketing Automation with AI & HubSpot • Emfluence Certification • HTML/CSS Basics • Email Messaging (Meclabs) • Social Media Management (Meta) • Value Proposition (Meclabs)