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Email & Database Marketing

Accomplished marketing professional with extensive experience in email marketing, database marketing, and data analysis. Expertise in leveraging relational databases, customer segmentation, and data-driven insights to optimize marketing strategies and drive measurable results. Proven ability to design and execute marketing plans, manage audience engagement, and analyze campaign performance to improve ROI. Skilled in database hygiene, governance, CRM best practices, and developing presentations and reports. Adept at training teams, fostering collaboration, and delivering insights to align marketing initiatives with business objectives.

Areas of Expertise

- Customer Segmentation
- Data Analysis
- CRM Best Practices
- Data Visualization
- Database Hygiene & Governance
- Campaign Performance Analysis
- Marketing Strategy Development
- Prospecting & Lead Qualification
- Lead Generation
- Audience Engagement
- Data-Driven Insights
- Marketing Automation

Key Accomplishments

- Grew revenue via data warehouse and marketing platform that enabled database-driven marketing strategies.
- Increased sales by collaborating with sales, IT, and marketing to develop effective lead scoring and management system.
- Expanded market reach by procuring and managing third-party vendors to enhance customer and prospect databases.
- Strengthened marketing strategies by analyzing customer and buying behaviors to inform targeted event and sales plans.
- Optimized brand strategies for clients by building and refining marketing databases tailored to unique business objectives.
- Enriched data quality by creating innovative methods to enhance demographic profiles using existing customer information.
- Elevated operational efficiency by training business partners on database processes to foster self-sufficiency and skills.
- Boosted customer engagement via re-engagement programs that delivered measurable results for \$1B IT research firm.
- Accelerated key account penetration by supporting competitive prospect development with actionable, data-driven insights.
- Improved campaign performance by directing lead generation initiatives, defining KPIs, and delivering executive-level insights on conversion rates, ROI, and engagement metrics.

Professional Experience

7 Knots Digital – New York, NY Consultant

2024

Developed and implemented tailored digital marketing strategies to help clients achieve business goals while optimizing campaign performance through data-driven insights and innovative solutions.

- Boosted email engagement rates by designing and deploying high-performing campaigns tailored to client goals.
- Improved deliverability and targeting accuracy through audience segmentation and database optimization in Omeda.
- Accelerated client marketing timelines by clearing backlog of campaigns and managing end-to-end execution.
- Enhanced lead conversion and retention by developing automated workflows for onboarding and re-engagement.
- Delivered actionable insights to clients by analyzing campaign performance and recommending data-driven strategies.
- Strengthened cross-platform compatibility by creating visually compelling and responsive email templates.
- Increased campaign ROI by leveraging industry trends and Omeda updates to refine strategies continuously.

Omeda – Chicago, IL Client Success Manager

2022 – 2024

Assured client success by building strong relationships, delivering strategic solutions, and aligning organizational resources to achieve business goals and maximize customer value.

- Boosted client satisfaction and retention via tailored solutions aligned with business models and strategic objectives.
- Enhanced client outcomes by identifying growth opportunities through analysis of audience data and industry trends.
- Strengthened product value by leading client meetings and providing insights during data-driven semi-annual reviews.
- Drove continuous product improvements by advocating for client needs and collaborating with cross-functional teams.
- Increased revenue through strategic upselling and implementation of consultative approaches that addressed client goals.

- Elevated client engagement by developing thought leadership content, such as webinars, FAQs, and success case studies.
- Improved operational efficiency by supporting initiatives in data analysis, marketing, sales, and technical processes.

7 Knots Digital – New York, NY Consultant

2020 – 2022

Crafted and executed comprehensive data-driven strategies to optimize audience engagement, support business growth, and provide actionable insights that accelerate measurable results.

- Increased user acquisition and retention via strategies that enhanced audience engagement and expanded client database.
- Boosted marketing impact by engaging with sales and content teams to create customer segments and audience personas.
- Improved data accuracy and reliability by designing enrichment processes and implementing database hygiene workflows.
- Attained consistent database growth through onboarding and re-engagement strategies tailored to user needs.
- Strengthened decision-making by delivering statistical analysis reports that aligned marketing initiatives with business goals.
- Optimized customer data platform performance by performing as primary expert on operations and best practices.
- Advanced data marketing efforts for CyberRisk Alliance by leading core initiatives that elevated overall campaign outcomes.

Various Personal Engagements Family Support

2018 – 2020

Utilized personal leave to address family priorities and effectively managed responsibilities during transitional period.

Gartner – Stamford, CT

2006 – 2018

Senior Marketing Manager – Database Marketing

Led database marketing initiatives by developing segmentation strategies, analyzing campaign performance, and optimizing data management processes to drive targeted marketing efforts and business growth.

- Raised marketing effectiveness by leading list strategy, segmentation, and extraction to support key campaigns.
- Ensured data integrity/usability by overseeing management and enhancement of internal/external marketing databases.
- Elevated targeting precision by leveraging insights from surveys, campaigns, and research to design marketing strategies.
- Delivered reports for large datasets by authoring accurate queries using MS Excel, SQL, and advanced reporting tools.
- Strengthened team performance by supervising and mentoring database marketing analysts to hit department goals.
- Expanded event attendance by driving database growth and optimizing conversion efforts by adopting Eloqua.
- Improved campaign outcomes by tracking audience trends, list performance, marketing touchpoints, and expense-to-revenue ratios.

Additional Experience

Senior Business Analyst – Business Intelligence, Gartner, Stamford, CT
 Director – Financial Planning & Analysis, Gartner, Stamford, CT
 Director – Corporate Loyalty & Satisfaction, Gartner, Stamford, CT
 Manager – Corporate Loyalty & Satisfaction, Gartner, Stamford, CT
 Quality & Process Analyst – Gartner Measurement, Gartner, Stamford, CT
 Junior Analyst – Gartner Measurement, Gartner, Stamford, CT
 Executive Coordinator – Gartner Measurement, Gartner, Stamford, CT
 Administrative Assistant, Clarion Marketing & Communications, Greenwich, CT

Education

Bachelor of Arts in Theatre/English Writing – Ohio Northern University, Ada, OH

Technical Proficiencies

Omeda, Eloqua, Siebel, Marketo, Microsoft Office Suite, Asana