

Cory Sakamoto

Art Direction/CRM & Lifecycle Marketing

cory.sakamoto@gmail.com | +1 (805) 832-1524 | LinkedIn: linkedin.com/in/cmsakamoto

Professional Summary

A Senior CRM & Lifecycle Marketing Manager who creates customer journeys across omni-channel campaigns, backed up by years of experience in art and creative direction.

Professional Experience

Infinite Electronics, Inc. – Irvine, CA

Freelance Graphic Designer & Email Specialist, January 2024 – Present

- Design emails in the Eloqua platform, ensuring code quality and design integrity
- Set up and successfully launch email campaigns
- Create eye catching graphic assets for both web and email graphics

Neighborly® – Waco, TX

Sr. Manager, CRM & Lifecycle Marketing, August 2022 – March 2025

- Co-spearheading the development of customer lifecycle campaigns, including lead nurture, onboarding, retention, and win-back strategies for 19 home service brands. Some of the brands include Aire Serv, Glass Doctor, Molly Maid, Mosquito Joe, Mr. Appliance and The Grounds Guys.
- Use customer and performance data to reveal actionable insights, refine audience segmentation, and make informed data-driven decisions, while creating comprehensive reports and presentations to communicate key findings and optimize campaign outcomes.
- Partner with brand managers, marketing, product, sales teams to ensure cohesive messaging in email communications and customer journeys.
- Mapping the customer journey for the brands. Identifying areas for enhancement and highlighting successful touch points

CRM Lead Designer | Email Specialist, March 2017 – August 2022

- Designed and developed highly targeted email campaigns using Send Grid, Salesforce Marketing Cloud and Oracle Eloqua platforms.
- Managed the A/B testing program and analyzed performance data to optimize campaigns and improve overall performance.
- Collaborated with cross-functional teams to design email templates, ensuring alignment with brand guidelines.
- Implemented rigorous email testing (using Email on Acid and Litmus) to ensure flawless rendering across devices and clients.
- Co-authored copy for promotional emails, newsletters, and transactional communications

Cory Sakamoto

Art Direction/CRM & Lifecycle Marketing

cory.sakamoto@gmail.com | +1 (805) 832-1524 | LinkedIn: linkedin.com/in/cmsakamoto

Motorcycle Superstore – Irving, TX / Medford, OR

Art Director September 2015 – February 2017

- Directed creative efforts for a team of 4 designers, overseeing the development of cohesive multi-channel marketing assets.
- Developed customer-centric marketing campaigns, contributing to a 15% increase in online sales during peak seasons.
- Managed print and digital catalog production, ensuring alignment with brand standards and customer expectations.

Sr. Graphic Designer June 2012 – September 2015

- Designed web graphics, email templates, and print materials that conveyed brand identity and industry excitement.
- Programmed email campaigns in Salesforce Marketing Cloud, optimizing layouts for mobile-friendly design.
- Partnered with cross-functional teams to produce assets for marketing promotions, leading to successful campaign execution.

Lucasfilm Ltd. – San Francisco, CA

Graphic Designer 2007 – 2011

- Designed and developed marketing collateral for the Star Wars and Indiana Jones E-commerce platforms.
- Produced print-ready art files, prototype designs, and product visuals for promotional use.

Technical Skills

- Marketing Platforms: SendGrid, Eloqua, Salesforce Marketing Cloud
- Design & Office Tools: Adobe Photoshop/Illustrator/InDesign/Lightroom, Microsoft Office
- Development Tools: Litmus, Email on Acid, Sublime Text, Visual Studio Code

Education

- UCLA – Design & Communication Arts
- Brooks Institute – Bachelor of Arts, Visual Communications