

# ETHAN VISOTH TOUCH, MA

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## SUMMARY

I am a results-driven email marketing and Customer Relationship Management (CRM) strategist with 7+ years of experience optimizing HubSpot and marketing automation to drive growth and improve conversion. Expert in lifecycle marketing, segmentation, lead management, and reporting, building scalable systems that support measurable business outcomes.

## PROFESSIONAL EXPERIENCE

Marketing Manager, Comms & Events | Missouri Energy Initiative – Remote | Oct 2023 – Dec 2025 [Contract]

- Managed digital marketing across five organizational websites, email, and social media to support events and campaigns, driving a 30% increase in web traffic and 18% growth in social engagement year-over-year.
- Developed and maintained website content, event landing pages, and digital assets across channels, contributing to 100,000 annual page views and consistent branding for campaigns reaching 60,000+ unique users.
- Led planning and execution of 50+ in-person and hybrid events, overseeing end-to-end logistics, communications, and production; achieving 95% attendance rates and 97% post-event satisfaction.
- Executed 150+ segmented Mailchimp campaigns annually for event promotion and outreach, delivering 55% average open rates and 14% click-through rates.
- Maintained CRM data integrity across Mailchimp and Salesforce, reducing duplicates by 98% and improving segmentation accuracy by 100% across a 50,000-contact database.

Email Marketing Specialist | Upstream USA – Remote | Oct 2023 – Oct 2025 [RIF]

- Operated as HubSpot Marketing Hub administrator, owning platform setup, governance, segmentation, lifecycle stages, training, problem-solving, and automation (supporting email programs benchmarked at 35–45% open rates and 2–4% CTR for B2B and multi-audiences).
- Built and launched four audience-specific monthly newsletter templates using custom HTML/CSS, managing campaign Quality Assessment, testing, and deployment (achieving engagement rates aligned with segmented email benchmarks, 30%+ higher opens than non-segmented sends).
- Developed automated workflows for lead scoring, MQL/SQL routing, nurture campaigns, and data hygiene to improve follow-up speed and accuracy (automation and segmentation typically associated with 20–30% faster lead response times and improved conversion consistency).
- Constructed dashboards and reporting to track email performance and ROI, using insights to optimize targeting and engagement (monitoring industry-standard KPIs including open rate, CTR 10–12%, and pipeline attribution).
- Partnered with cross-functional teams to launch targeted email communications for pipelines and campaigns, including training and technical assistance messaging.
- Authored 50+ SOPs and trained team members on HubSpot workflows, reporting, and day-to-day execution.

## Email Marketing Strategist | Court Watch Montgomery – Remote | Sep 2022 – Oct 2023 [Contract]

- Crafted advocacy and donor emails tied to Court Watch Montgomery's court monitoring work focused on domestic violence cases and protective orders.
- Worked directly with attorneys on review and approvals, incorporated edits, and finalized email sends.
- Wrote and scheduled social media posts to amplify reports, volunteer recruitment, and fundraising campaigns.
- Partnered with attorneys to design, write, and publish the End-of-Year Annual Report, including the "Protective Order Outcomes" report page.

## Senior MarTech Strategist | Media Cause – Remote | Mar 2021 – Sep 2022

- Led end-to-end HubSpot implementations and onboarding, from tech stack audits and requirements gathering through CRM and Marketing Hub customization.
- Built custom integrations, marketing automation plans, lifecycle stages, segmentation, and workflows for new lead routing and nurture journeys.
- Managed platform setup, migrations, integrations, and data architecture, including imports, deduplication, and property cleanup.
- Implemented analytics and conversion tracking across MarTech tools to improve attribution and tracking.
- Delivered training sessions and platform documentation so client teams could run their systems after launch.

## Digital Marketing Manager | Nonprofit Leadership Alliance – Kansas City, MO | May 2016 – Mar 2021

- Directed digital marketing for the Certified Nonprofit Professional (CNP) credential and programs across email, web, and social.
- Managed Salesforce-driven outreach and reporting for students, alumni, donors, and campus partners.
- Built campaign calendars, landing pages, and content for program launches and events, using engagement trends to refine messaging.

### **EDUCATION**

Master of Arts in Psychology  
Northcentral University  
Honors: National Society of Leadership and Success

Bachelor of Arts in Sociology  
University of Memphis  
Minor: Nonprofit Management & Certified Nonprofit Professional

### **HUBSPOT CERTIFICATIONS**

Marketing & Sales Hub Software  
Inbound Marketing  
Reporting & Contact Management

### **LINKEDIN LEARNING**

Project & Time Management  
Kanban  
Leading Meeting