

# Ric Forbes

Direct Response Storyteller & Email Marketing Strategist

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 Carson City, NV, USA

## Summary

Growth-focused email strategist with 8+ years of experience scaling brands beyond \$1M in revenue.

Specializes in automated sequences, sales copy, and full-funnel messaging that converts cold leads into repeat buyers. Increased campaign ROI through disciplined A/B testing and data-backed optimization.

Experienced in lifecycle marketing, advanced segmentation, and building high-performing "must-open" email campaigns.

## Education

Laurus College University 2018-2022

**Bachelor: Business Administration**

## Expertise

- Direct Response Copywriting
- Email Lifecycle Strategy
- Behavioral Segmentation
- Storytelling/Story-selling
- Sales Psychology & Objection Handling
- Retention & LTV Maximization
- A/B Testing & Conversion Optimization
- Full-Funnel Revenue Mapping
- Email List Management
- List Growth & Acquisition Strategy
- Deliverability & Engagement Operations
- SEO/SEM

## References

**Joe Thigpen** Data Group/ Founder  
Email: jthigpen@dtinetworks.com  
Phone: 252-717-1792

**Shane Laufman** FQ3C.com / CEO  
Email: fq3csuccess@gmail.com  
Phone: 920-377-1973

## Experience

### 2018 - Current ForbesCopy Email Marketing Strategist

- Generated over \$22.5M in client revenue through direct-response copy, strategic email campaigns, and high-impact marketing messaging.
- Specialized in precision email deliverability and segmentation, focusing on targeted sends instead of broad blasts to improve engagement and conversion outcomes.
- Reduced unsubscribe rates significantly by crafting highly relevant segmented campaigns that protect list health and audience goodwill.
- Implemented advanced lifecycle communication strategies, eliminating redundant messaging and boosting repeat buyer engagement.
- Developed anti-discount and referral incentive frameworks that increased customer acquisition quality and referral activity without reliance on price-based promotions.
- Optimized customer journeys through intelligent list segmentation and exclusion tactics, creating VIP-style experiences that enhanced brand reputation and customer loyalty.
- Delivered persuasive, story-driven direct response copy that elevates brand voice while maintaining buyer trust and lifetime value.
- Protected customer engagement metrics by proactively managing list hygiene and relevancy, which supports long-term revenue growth.

### 2024 - 2025 DTI Networks INC. Marketing Strategist & Lead Copywriter

- Increase Q3 ROI by 35% with engaging social media content.
- Worked collaboratively with marketing strategists to produce content that aligns with consumer insights and trends.
- Designed customizable templates for email, blogs, and newsletters, improving team efficiency by 15%.
- Executed advertising concepts and campaigns that successfully enhanced the brand's presence in key markets.
- Managed multiple projects under tight deadlines while maintaining exceptional quality and creativity.
- Executed 50+ email templates and use journey using ZohoCRM
- Developed monthly campaigns, using graphics, personalization, and advanced features.
- Tested 5000+ emails for quality assurance.
- Developed and presented 7+ reports to executive officers

### 2021 -2024 Camping World Conversion Rate Optimizer (CRO)

- Spearheaded the overhaul of high-ticket lead nurturing systems, driving \$256,000,000 in growth by aligning email automation with backend sales processes for seamless conversion.
- Collaborated with cross-functional teams to audit funnel performance, using data-driven insights to eliminate bottlenecks and enhance the post-click experience for higher ROI.
- Leverage website and customer analytics to understand business trends, report on health of the business and drive prioritized profitable growth opportunities and decision-making.
- Research levers to drive growth via conversion rate optimization (CRO) and A/B testing initiatives.
- Own the CRO roadmap and onsite testing opportunity backlog based on funnel insights and customer behavior.
- Drafted and edited product descriptions that increased customer satisfaction ratings by streamlining the user experience.
- Helped develop a corporate blog strategy that increased readership by 35% and supported brand authority.
- Adopted new data analytics tools to refine content strategies, resulting in higher engagement metrics.
- Strengthened brand voice consistency across all channels, enhancing brand loyalty and trust.