

# RON DAVENPORT

Lifecycle Marketing Strategist | CRM & Retention Architecture | AI-Powered Email Systems  
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## PROFESSIONAL SUMMARY

Lifecycle marketing strategist who builds email programs from zero to seven figures. Built and scaled lifecycle systems across B2C SaaS (4M+ users), B2B SaaS, event marketplaces, and financial education - driving \$3M+ in email-attributed lifetime value. Technical background in full-stack web development enables building AI-powered email tooling, not just strategy. Track record of creating systems so revenue-critical that two of three employers asked me to stay past departure to maintain them.

## CORE COMPETENCIES

- Lifecycle Strategy & Architecture
- Onboarding & Activation Optimization
- Marketing Automation & Journeys
- A/B Testing & CRO
- Cross-Channel (Email, SMS, VSL)
- Revenue-Driven Email Programs
- Retention, Churn Reduction & Upsell
- Behavioral Segmentation
- AI Copilot & Agent Development
- ESP Implementation & Migration

## PROFESSIONAL EXPERIENCE

### Scratch Checkout - Marketing Campaign Specialist

Oct 2025 - Present | Remote

B2B + B2C payment/financing platform for veterinary clinics and pet owners. Own lifecycle strategy across both sides: clinic onboarding (demo through deployment) and borrower lifecycle (loan approval through repayment).

- Mapped full two-sided lifecycle funnel - B2B clinic journey (demo > agreement > deployment) and B2C borrower journey (approval > loan esign > repayment), establishing baseline CVRs at each stage
- A/B tested approval-to-loan-esign journey, improving borrower conversion from 55% to 57% - directly increasing signed loan agreements
- Launched repayment journey email achieving 10% CTR, driving measurable increase in net new repayments
- Building AI copilot that ingests campaign performance data to generate strategy recommendations and identify winning patterns
- Leading AI agent implementation for automated reply handling across email, SMS, and sales objection workflows

Tools: SFMC, Next.js, OpenAI API, SQLite, TypeScript

### Zendrop - Lifecycle Marketing Specialist > Senior Lifecycle Marketing Specialist

Apr 2024 - Feb 2026 | Remote

B2C SaaS dropshipping platform with 4M+ registered users across 5 plan tiers. Owned full lifecycle strategy from free signup through retention and expansion.

- Inherited underperforming email program with no nurturing, no personalization, no promotional structure, and no behavioral data integration - rebuilt entire lifecycle end to end
- Designed onboarding journeys with product adoption milestones for key activation features (store connection, first import, first order)
- Implemented strategic upsell automations triggered by plan loyalty, engagement, and tier thresholds - driving upgrades across Free > UBB > Plus > Expert
- Overhauled webinar strategy: case studies, high-LTV offers, one-click registration, SMS, VSLs - driving webinar channel to \$40K/month revenue at peak
- Built nurture ecosystem: CEO letters, trending products, seasonal campaigns, personalized store updates, academy content, coaching invites
- Led full ESP migration from ActiveCampaign to HubSpot - data migration, journey rebuilds, deliverability continuity, zero revenue disruption
- Designed promotional structure that maximized revenue while protecting deliverability and managing send fatigue
- Drove email channel to \$700K+ in upfront subscription revenue (2025) and \$3M+ in lifetime value
- Asked to stay past departure to maintain revenue-generating systems

Tools: ActiveCampaign > HubSpot (led migration), Google Sheets, SMS, YouTube integration

### Pickleball.com / PPA Tour - Email Mktg Specialist > Marketing Automation Specialist

Sep 2023 - Present (Part-time from 2024) | Remote

Tournament management platform and professional pickleball tour. Built the entire email program from day one - no existing infrastructure, strategy, or onboarding.

- Created audience personas, lifecycle strategy, and performance goals from scratch; secured leadership buy-in and executed full implementation
- Implemented zero-party data collection to personalize content and messaging by user preferences, tournament interest, and experience level
- Integrated tournament registration data into Customer.io - segmentation by tournaments played, event types, frequency, and engagement
- Built automated tournament promotion engine using Google Sheets + Customer.io: dynamic reg links, tournament info, messaging by proximity and experience
- Launched welcome sequences, nurture flows (tip of the week, free courses), and newsletter driving 20,000+ monthly clicks to website
- Achieved 60% open rates and 7% average CTR; generated 6-figure incremental monthly revenue from a standing start of zero
- Asked to stay part-time to maintain the program; also supported Pickleball Central and Pickleball Play Solutions

*Tools: Customer.io, Google Sheets, zero-party data collection*

## Ramsey Solutions - Email Marketing Specialist

Aug 2022 - Aug 2023 | Nashville, TN

*Financial education company (Dave Ramsey). Hired as email developer; within 7 months, owned full lifecycle strategy for Financial Peace University (B2C + B2B) and Financial Coach Master Training.*

- Started as email developer (HTML/CSS); earned autonomous strategy ownership across two major product lines within 7 months
- Implemented SMS at key lifecycle journey touchpoints - 20% increase in webinar attendance, significant downstream revenue lift
- Designed nurture-to-promo segmentation for FPU B2C - 50% increase in webinar registration rates
- Led 3:1 nurture-to-ask ratio for FCMT, replacing promo-heavy approach with value-first content - significant engagement and revenue increases
- Earned full autonomous ownership from FPU product leadership

*Tools: Klaviyo, SMS platform, HTML/CSS email development*

## TECHNICAL SKILLS

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<b>ESPs &amp; Automation:</b>	SFMC (+ SOAP API), Customer.io, HubSpot, Klaviyo, ActiveCampaign, DailyStory
<b>Programming:</b>	HTML, CSS, JavaScript, TypeScript, SQL, Python
<b>Frameworks:</b>	Next.js, React, Node.js
<b>AI &amp; Tooling:</b>	OpenAI API, AI copilot development, automated QA systems, agent workflows
<b>Analytics:</b>	Funnel mapping, cohort analysis, attribution modeling, A/B testing
<b>Cross-Channel:</b>	Email, SMS, VSL, webinar optimization
<b>Methodologies:</b>	Lifecycle architecture, behavioral segmentation, zero-party data, deliverability

## EDUCATION

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### Digital Crafts

Full-Stack Web Development Bootcamp | 2021