

JOSH ROHLOFF

www.joshrohloff.com

EDUCATION

Texas A&M University, College Station, TX
Bachelor of Business Administration in Marketing

December 2017

WORK EXPERIENCE

Amazon, New York, NY July 2020 – Present
Amazon pickup offers secure and convenient alternate delivery locations with lockers and counters in over 27 countries.

Senior Marketing Manager July 2025 – Present

- Own WW email development and execution for Amazon pickup locations across 27 countries and 13 languages including planning, content creation, segmentation, deployment, and reporting
- Establish a content, targeting, and customer journey strategy for incentive and seasonal email programs
- Optimize email performance through list segmentation and content A/B testing to increase conversions and decrease unsubscribes
- Produce hyper-targeted automated emails to drive customer acquisition and re-engagement while minimizing email setup time
- Create custom artificial intelligence (AI) chat agents to generate marketing copy, translate content, and identify patterns in A/B test results with recommendations for future tests, significantly reducing campaign lead time
- Compile team AI knowledge bases with brand guidelines, approved nomenclature for each language, and past strategy docs to scale AI use and contextual conversations

Marketing Manager October 2021 – July 2025

- Implemented data-driven techniques for personalized email content through Movable Ink to increase email engagement
- Collaborated with BI to build and maintain an automated metrics dashboard to monitor key performance indicators (KPIs) of all campaigns, reducing manual work
- Drove the international expansion marketing strategy for new markets

Associate Marketing Manager July 2020 – October 2021

- Developed a monetization strategy and unlocked advertising placements for Amazon's US college campus pickup locations and WW package lockers
- Planned and executed sampling events, locker wraps, and digital activations on behalf of advertisers
- Designed an experiential event activation program for over 30 Amazon pickup sites on college campuses

Pinot's Palette Franchise, LLC, Houston, TX January 2018 – March 2020
Instructor led paint and sip/craft classes with over 130 international franchise locations and a strong e-commerce presence

Marketing Manager February 2019 – March 2020

- Led all creative development efforts for new product launches, seasonal campaigns, video content, digital ads, and social media graphics
- Managed paid search and display advertising vendors and reviewed analytics to increase online bookings and lead generation
- Transitioned 1.4 million email contacts from 130+ subaccounts in Emma to Oracle's Bronto and launched new campaigns

Marketing Coordinator January 2018 – February 2019

- Executed transition of franchise development CRM to Salesforce, implemented Salesforce Engage, and set up Pardot drip campaigns and marketing automation
- Organized all images and video content with the Canto & Webdam (Bynder) digital asset management (DAM) platforms and coordinated the asset production process using Asana's project management software
- Edited WordPress website content to improve SEO and scheduled social media posts through Sprout Social

Marketing Intern June 2017 – July 2017

- Organized and conducted a focus group of 10 customers and surveyed customers from 6 regions of the United States to obtain insights on customer buying habits and painting preferences