

Mike Mancano

Expert in Lifecycle Email Marketing

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I am a creative problem solver with over 5 years of agency experience, who delivers a high return on investment for my clients via tailored lifecycle marketing strategies and automation. While working in an agency setting, I regularly was recognized as employee of the month by introducing new product offerings and leveraging technology to stay at the cutting edge of the email marketing industry.

Work Experience

Email Marketing Manager

Apr 2025 - Aug 2025

Stream Companies / West Chester, PA

Managed a team of developers by monitoring their daily responsibilities, training new hires, and managing a project list of over 150 clients. I also handled key accounts by accessing many different CRM and CDP systems to satisfy client requests.

- Utilized lifecycle and variable data strategies that allowed Stream to create new email product offerings with high ROI metrics
- Led the team through a transition to a new CDP by setting up extensive JSON code on the backend and hosting training exercises
- Ran daily meetings for the team and managed a list of over 150 projects for all developers to ensure they can get their work completed on time
- Organized CDP lifecycle email campaigns for auto groups using client databases that were updated in real time
- Ran SMS campaigns for clients to promote sales events and special offers

Senior OEM Email Marketing Developer

Jan 2022 - Apr 2025

Stream Companies / West Chester, PA

Served as the lead email developer, responsible for the execution of Tier 1 and Tier 3 campaigns. Ran variable data lifecycle email campaigns for key client partnerships while handling additional important agency on record clients.

- Coded HTML variable data templates that saved 1,000+ hours of development time across Tier 1 client campaigns
- Organized Mitsubishi Outlander campaigns with an eCommerce focus that led to record Outlander sales.
 - Projected to sell 15,000 Outlanders during the holiday season, over 25,000 were sold.
 - Each dealership's email received around 1,200 to 1,600 clicks directly to the client's Outlander inventory page
- Organized loyalty campaign emails for nearly every Stellantis dealership in the United States
- Won 4 "Ring the Bell" employee of the month awards and was nominated for 8
- Implemented best practices that improved Stream's email metrics such as subject line testing and A/B testing
- Gained experience in many different CRM and CDP platforms for key clients, including Salesforce, Mailchimp, SiteImpact, Delivra, Blueshift, Sendgrid, SiteImpact, ActiveCampaign, and Constant Contact
- Utilized Adobe Creative Cloud programs, including Dreamweaver, Photoshop, Premiere, InDesign, and Illustrator

Email Marketing Developer Feb 2020 - Jan 2022
Stream Companies / West Chester, PA

Handled a full roster of agency record client accounts while collaborating with senior leadership to pitch and secure several key email marketing partnerships.

- Developed and scheduled hundreds of client emails, and took the lead on key partnerships
- Created mobile-optimized email templates for agency on record clients
- Lead the email initiative to acquire both Tier 1 and Tier 3 clients

Email Marketing Coordinator
CPE Inc. / Broomall, PA

Oct 2019 - Feb 2020

Collaborated with the Director of Marketing to send daily email campaigns to accounting professionals to renew their CPE certifications.

- Managed email creation, delivery, and reporting for continuing professional education courses and conferences
- Implemented best practices that drastically increased email open rates from 4% to the industry average of 14%
- Enhanced other marketing efforts such as social media advertising and search engine optimization

Assistant Director of Student Services
Temple University School of Pharmacy / Philadelphia, PA

Jun 2015 - Jan 2019

Assisted the Director of Student Services with all initiatives that served the pharmacy students. Took the lead on several projects, such as the company fair, interview days, and organizing the logistics of the yearly graduation ceremony.

- Sent out email blasts to all Temple Pharmacy students informing them of upcoming events and deadlines
- Contacted major drug retailers to organize several interview days, which led to hundreds of pharmacy internships and jobs
- Collaborated with the new Director of Student Services to fill any knowledge gaps after the previous director retired

Education

Temple University
Bachelors of Arts - Advertising, Copywriting Track
Minors: Certificate in Entrepreneurship

Skills

- Experienced in several CRM and CDP platforms, including Salesforce, Mailchimp, SiteImpact, Delivra, Blueshift, Sendgrid, SiteImpact, ActiveCampaign, and Constant Contact
- Fluent in Adobe Creative Cloud programs, including Dreamweaver, Photoshop, Premiere, InDesign, and Illustrator
- Strong copywriting skills, I regularly writes my own subject lines, body copy, and pitch decks
- Proficient in several coding languages including HTML, CSS, Javascript, Variable Data, Liquid, JSON and AMP Script