

## **Mike Mancano**

Email Marketing Manager

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*West Chester, PA*

I am a creative problem solver with over 5 years of agency experience, who delivers a high return on investment for my clients via variable data campaigns. As an Email Marketing Manager, I manage a team of developers and oversee hundreds of clients, while constantly pitching new email product offerings and leveraging technology to stay at the cutting edge of the email marketing industry.

## **Work Experience**

### **Email Marketing Manager**

Apr 2025 - July 2025

*Stream Companies / West Chester, PA*

Managed a team of developers by monitoring their hours, daily responsibilities, training new hires, and making myself a knowledge resource.

- Handled sensitive clients and rush requests with keen attention to detail
- Utilized variable data strategies and coded templates that allowed Stream to create new email product offerings with high ROI metrics
- Led the team through a transition to a new email provider by setting up all necessary code on the backend and hosting training exercises
- Hosted trainings while internal processes were being made to workflows, as a "Project Domino Ambassador"

### **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 campaigns for key automotive client partnerships such as Mitsubishi and Stellantis while handling additional important agency on record clients.

- Coded HTML variable data templates that saved 1,000+ hours of development time across Mitsubishi and Stellantis 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
- Pitched and created several email product offerings from scratch
- Won 4 "Ring the Bell" employee of the month awards and was nominated for 8
- Implemented best practices that improved Stream's email product such as subject line testing and A/B testing
- Gained experience in several email service providers, including Pardot, Mailchimp, SiteImpact, Delivra, Blueshift, 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 a key partnership with iHeart Media
- Created mobile-optimized email templates for Mitsubishi, iHeart Media, and several other agency on record automotive clients
- Lead the email initiative to acquire Mitsubishi dealerships as both Tier 1 and Tier 3 clients

**Email Marketing Coordinator**

Oct 2019 - Feb 2020

*CPE Inc. / Broomall, PA*

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**

Jun 2015 - Jan 2019

*Temple University School of Pharmacy / Philadelphia, PA*

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

**Education****Temple University****Bachelors of Arts - Advertising**

Minors: Certificate in Entrepreneurship