

Andrew “Drew” Pion

Lifecycle, CRM & Retention Marketing Leadership | B2C Retail, Subscription & eCommerce
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PROFESSIONAL SUMMARY

Lifecycle and CRM marketing leader with experience growing revenue, retention, and customer lifetime value across retail, subscription, and eCommerce brands. I turn customer insights into lifecycle strategies that improve customer experiences, drive measurable business growth, and build high-performing teams. Equally comfortable setting strategy and rolling up my sleeves to execute, partnering across marketing, product, engineering, analytics, merchandising, and operations to solve complex business problems with data, experimentation, and AI.

AREAS OF EXPERTISE

Leadership: P&L ownership, revenue forecasting, organizational leadership, cross-functional leadership, MarTech strategy, people development, and agency & vendor management.

Lifecycle & CRM: Lifecycle marketing, CRM, marketing automation, retention, customer journey strategy, customer segmentation, personalization, loyalty, customer lifetime value (LTV), churn reduction, experimentation, and win-back.

Channels & Customer Experience: Email, SMS, app push, direct mail, loyalty programs, promotional strategy, digital experience optimization, and customer engagement.

Platforms, Analytics & Collaboration: Iterable, Braze, Klaviyo, Twilio Segment (CDP), Attentive, Hightouch, Movable Ink, Wunderkind, Looker, Mixpanel, Heap, Google Analytics 4 (GA4), and Asana.

AI & Innovation: AI-powered personalization, predictive personalization, channel optimization, send-time optimization, Claude, ChatGPT, Gemini, and Model Context Protocol (MCP).

EXPERIENCE

Director of Lifecycle Marketing

Wild Alaskan Company | National DTC Seafood Subscription | Remote | Sep 2023 – May 2026

- **Delivered double-digit YoY revenue and conversion growth** while owning the CRM P&L, revenue forecasting, and lifecycle strategy focused on retention, ARPU, and resubscriber growth.
- **Built a member lifecycle strategy** across acquisition, onboarding, retention, and reactivation, replacing one-off campaigns with 30+ automated customer journeys that doubled new member conversion, doubled win-back performance, and tripled refer-a-friend results.
- **Increased Average Order Value (AOV) and Conversion Rate (CVR)** by optimizing promotional strategy, discount depth, offer mechanics, and personalized next-best offers.
- **Reduced reporting time by 30+ minutes each day** by building AI-driven workflows that automated reporting, identified root causes of performance changes, and surfaced revenue opportunities.
- **Owned the CRM budget, revenue forecasting, and agency relationships**, aligning cross-functional teams to execute lifecycle strategy and business priorities.

Associate Director of Retention Marketing

Jane.com | Women's Fashion Marketplace (~\$1B GMV) | Remote | Feb 2022 – Jul 2023

- **Grew email and push revenue 4x** by rebuilding customer segmentation, launching SMS and direct mail from the ground up, and implementing a Customer Data Platform (Twilio Segment).
- **Increased loyalty program revenue 20% YoY** through tiered experiences and personalized reactivation journeys.
- **Established a scalable CRM operating model** by partnering with Brand and Creative on modular templates that accelerated campaign production and personalization.
- **Led three managers while shaping the CRM technology roadmap** through MarTech evaluation & implementation.

Email Marketing Manager

TJX Companies (T.J. Maxx) | Fortune 100 off-price retailer | Framingham, MA (Hybrid) | Feb 2020 – Feb 2022

- **Tripled behavioral marketing revenue** building automated journeys & triggered lifecycle marketing.
- **Increased revenue 38%** by implementing an AI-powered personalization initiative that dynamically tailored creative and product experiences for every customer.
- **Owned the T.J. Maxx email P&L and led a team of three**, driving growth through experimentation, personalization, and customer journey optimization.

Omnichannel Brand Manager

BJ's Wholesale Club | Fortune 500 membership retailer | Franklin, MA (Hybrid) | May 2016 – Feb 2020

- **Increased revenue 68%** through behavioral targeting and omnichannel marketing, while growing email engagement 30% through testing and segmentation.
- **Led marketing for two company-first digital initiatives** - BJ's first mobile app, doubling the three-month download target (1M+ downloads), and its first Buy Online, Pick Up In Store (BOPIS) program.
- **Modernized CRM capabilities** by leading the migration from CheetahMail to Epsilon, enabling more advanced segmentation, automation & personalization across email, mobile, and Instacart marketing.

EDUCATION

Master of Business Administration (MBA) - University of Phoenix

Bachelor of Science, Business Management - New England Institute of Technology