

Joseph Smahl

Lifecycle & CRM Marketing Manager

Concord, CA · joe@josephsmahl.com · linkedin.com/in/joseph-smahl · josephsmahl.com

01 —

Summary

Lifecycle and CRM marketer who stands retention programs up from nothing. In two years I've built a lifecycle function, a loyalty program, a probabilistic customer-value model, and the reporting layer underneath them, each from a blank page, at a company that had never had anyone own the discipline. Full ownership of email, SMS, loyalty, and paid social across a DTC and B2B e-commerce portfolio.

+17%

email revenue YoY,
category down 17%

97%

of projected revenue sits in
the top fifth of customers

6 brands

three DTC, three B2B, run
by a department of two

02 —

Experience

Marketing Manager · MoreFlavor! Inc. · Oct 2024 – Present

One of the largest homebrewing and winemaking suppliers in the US: three DTC brands and three B2B platforms on Shopify and Klaviyo. Report to the co-founders; one direct report.

- Grew email-attributed revenue **+17%** and email users **+48%** YoY (GA4) while site-wide revenue declined 17% in a category downturn, the only major channel to grow in 2025.
- Architected the complete lifecycle stack from zero (welcome, post-purchase, abandonment, replenishment, win-back) through a simultaneous migration off Mailchimp and Wunderkind onto Klaviyo and a full Shopify replatform, with no revenue gap and +23% MoM within 60 days of go-live.
- Audited all 52 flows in the account node by node seven months post-migration and found 89% of flow revenue was earned before the first purchase; identified post-purchase as the largest untapped opportunity and rebuilt the roadmap around it.
- Directed a probabilistic customer-lifetime-value model against 18 years of transaction history that had never been queried for marketing, using AI-assisted analysis to answer questions the business had never asked. Found revenue concentrated 97% in the top fifth of customers, and identified the gateway products whose first purchase predicts long-term value.
- Designed and launched the MoreBeer! Brewers Club loyalty program on Smile.io Plus (Aug 2026): tier thresholds set against the live spend distribution, earn-rate economics built backward from an agreed margin ceiling, plus brand identity, landing page, and flow architecture.
- Turned 95 campaigns of performance data into a reusable email build spec (six email types with proven structures, length targets, and CTA patterns) now used to generate campaign drafts with AI tooling at a fraction of prior production time.
- Built a VIP SMS program from scratch: 80% list growth and 100% YoY revenue increase through an exclusivity-based content strategy, coordinated with email flows and held to deliverability and compliance standards.
- Specified a reusable KPI library (CLV, 90-day repeat-purchase rate, YoY pacing) powering Looker Studio dashboards that unify Shopify, Klaviyo, and Meta data. Jan 2026 90-day repeat rate: 23.9% against a 20.9% baseline a year earlier.
- Run Meta paid social (ASC prospecting and creative testing) and cart/checkout upsell built from co-purchase affinity analysis; exited a legacy ESP contract by consolidating overlapping abandonment coverage onto one platform.

Brand Manager · MoreFlavor! Inc. · Aug 2020 – Oct 2024

- Led multi-channel marketing across a portfolio of 11 brands, coordinating product launches and brand-building initiatives tied to sales goals.
- Conceived and launched Pop Cultures, a food-fermentation brand: built the identity from scratch, developed 20+ SKUs, and sold out the initial production run on MoreBeer.com.
- Grew MoreFlavor's YouTube channel from ~400 to 30,000 subscribers and 1M+ annual views by leading an on-screen team and producing educational and product content; education-led content drove a 50% YoY organic sales lift.
- Increased social-attributed revenue +25% YoY (2021–22), then +50% YoY (2022–23), through performance-driven content optimization.

Marketing Coordinator · Cork Supply USA · Sep 2019 – Aug 2020

- Led US marketing execution against a global plan: owned strategy, budget, and cross-functional coordination across sales, CSR, and agency partners.
- Conceived and executed the company's first Harvest Party in Carneros, an experiential customer event for top Napa and Sonoma accounts; managed national tradeshow logistics including Unified Wine Symposium.

Digital Marketing / Customer Acquisition · MoreFlavor! Inc. · May 2018 – Sep 2019

- Progressed from customer service into digital marketing and acquisition: the frontline product and customer knowledge that grounds the lifecycle work above.

Copywriter · Cennos, Inc. · Oct 2014 – May 2018

- High-volume SEO copy and product content for e-commerce clients; managed SEO projects against internal data-team requirements on weekly client deadlines.

03 —

Education

B.A. Communication · University of California, San Diego · 2015

04 —

Tools & methods

Klaviyo · Shopify Plus (Liquid) · Smile.io · Looker Studio · GA4 · Meta Ads Manager · Google Ads
· Mailchimp · HTML/CSS · Cohort, RFM & co-purchase affinity analysis · AI-assisted analysis (Claude, Gemini)