

# Warwick Gorman

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Marketing automation and CRM specialist with 5+ years of experience driving lifecycle strategy, personalization, and customer retention. Deep hands-on expertise with marketing platforms, campaign optimization, and technical tooling. Currently pursuing a B.S. in Statistics to deepen data fluency and product analytics capabilities. Passionate about building data-driven systems that improve customer experience and business outcomes.

## Skills

**Marketing & Automation:** Klaviyo, Mailchimp, Salesforce Marketing Cloud, Campaign Logic, Customer Segmentation, A/B Testing, Lifecycle Strategy

**Tech & Data:** SQL, Python, JavaScript, HTML, CSS, APIs, Handlebars (learning), JSON, Liquid Templates

**Analytics & Tools:** Google Data Analytics (cert), Tableau (in progress), Power BI, Amplitude (learning), Trello, Web Scraping

## Experience

**Operations Manager**, Southern Starz

2024-Current

- Maintained and updated product listings and marketing content across southernstarz.com via WordPress; identified and uploaded missing winery and distributor pages.
- Developed a Python-based auditing tool (in progress) to cross-reference inventory PDFs from 3PL with live site listings and detect missing assets or unlisted SKUs; automates output to Excel for marketing use.
- Improved 3PL order reconciliation processes and implemented redundancies to reduce shipment errors.
- Filed multi-state tax reports for wine and liquor compliance and managed distributor transactions.
- Created sales opportunity reports based on underperforming inventory matched with 3PL stock data.

**Brand Manager**, Daily Grind Trading

2023-Current

- Built and optimized email and in-app lifecycle campaigns focused on subscription upgrades, resulting in \$190K revenue in year one with 272 concurrent subscribers.
- Implemented behavioral segmentation and upsell logic to increase LTV through personalized flows and dynamic content.
- Managed all customer service and marketing operations; designed company branding and user-facing assets.

**Email Marketing Expert**, Mayple

2023-2024

- Managed 30+ client accounts through Mailchimp's partner ecosystem, executing automated campaign flows for welcome series, nurture tracks, and seasonal promos.
- Used dynamic logic and audience triggers to personalize communications and improve engagement across industries.
- Collaborated cross-functionally with client teams and internal strategy partners to optimize campaign architecture.

**Email Marketing Specialist**, Southern Hemisphere Wine Center, Huntington Beach CA

2021-2024

- Implemented revenue-generating lifecycle flows (cart abandon, win-back, seasonal bundling), boosting storefront revenue by 20%+ in the first month.
- Used list segmentation and email performance analysis (CTR, order rate, open rate) to iterate campaigns.
- Managed inventory-based promos and cleared hard-to-sell SKUs with time-sensitive bundles.

**PR & Marketing Coordinator**, OptionsSwing Inc., Miami FL

2020 - 2023

- Created CRM flows across Salesforce Marketing Cloud and Klaviyo, generating over \$100K in attributed revenue in 3 months.
- Helped scale MRR from \$95K to \$250K with cross-channel retention strategy and upsell programs.
- Collaborated with product, creative, and analytics to sync lifecycle messaging with product updates.

## **Projects**

### **Marketing Asset Inventory Checker (Python)**

- Parses PDF inventory from 3PL and cross-references with the live SouthernStarz.com site to identify:
  - Items not listed on the site
  - Missing product pages or marketing assets (technical sheets, hi res labels, bottle shots, etc.)
- Outputs to `.xlsx` with organized summaries and recommendations
- ~80% complete — currently debugging edge cases and data normalization. Adding GUI for coworker ease of access.

### **PlusEV (Javascript)**

- A web-based sports betting odds aggregator that scrapes sportsbook odds, stores them in a database, and ranks the best available prices for given bets.
- Built in JavaScript with plans to integrate a user-facing dashboard and betting insights via statistical modeling.
- Project focus: scraping, data formatting, front-end presentation, and user-centric design.

## **Education**

**A.A. in Science**

**B.S. in Statistics** (in progress)

Goldenwest College  
CSU East Bay — *Expected 2028*