



KAYLA MENZEL

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SUMMARY

Experienced CRM and digital marketing leader with extensive experience at Anheuser-Busch, enhancing core brands such as Budweiser, Michelob ULTRA, and Busch Light. Specializes in data-driven CRM strategies and campaigns that boost customer engagement and ROI. Proficient in HTML & CSS, leading cross-functional teams to optimize e-commerce initiatives, resulting in revenue growth. Committed to delivering personalized and visually compelling marketing solutions.

EDUCATION

MS Marketing (May 2023)
Webster University - St. Louis, MO

BA, Journalism (July 2017)
University of Missouri - Columbia, MO

SKILLS

- Cross-functional collaboration
- Email compliance
- Subscriber engagement
- E-commerce integration
- HTML & CSS
- Personalization techniques
- Email strategy development
- Dynamic content creation
- Analytics reporting
- Visual storytelling
- Adobe creative suite
- Brand marketing
- Team motivation & development

WEBSITE PORTFOLIO & PROFILES

- [linkedin.com/in/kayla-piedimonte-menzel-656182101](https://www.linkedin.com/in/kayla-piedimonte-menzel-656182101)
- kaylamenzelportfolio.com



EXPERIENCE

Sr. Manager, CRM & Data Activation *Feb 2020 - Current*
Anheuser-Busch - St. Louis, Missouri

- Develop CRM strategies and data-driven campaigns to maximize customer engagement and ROI.
- Lead team of CRM Brand Managers, Data Analysts, and Loyalty Managers to create a Center of Excellence in North America, focused on revenue growth, data acquisition/enrichment, and personalization at scale around the company's core brands: Budweiser, Bud Light, Michelob ULTRA, Busch, and Stella Artois.
- Developed processes to track and enhance e-commerce effectiveness across the brand portfolio, re-target consumers with personalized content based on purchase behaviors, and used data to achieve and monitor revenue growth/targets.
- Manage 15M+ consumer record database to activate segments, geo-targeted audiences, and drove data enrichment strategies to elevate marketing effectiveness and retention strategies.
- Monitor Data Governance and Privacy Compliance to ensure data integrity, minimize risk to the business, and protect consumer data.

Digital Marketing Specialist *Sept. 2017- Feb 2020*
St. Louis Community College - St. Louis, Missouri

- Used web programming software and knowledge of HTML to develop email marketing campaigns & website updates.
- Leveraged proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) to design email blasts, social media content, posters & other promotional materials.
- Provided support on social media platforms to promote brand awareness through email campaigns.
- Managed email automation tools such as MailChimp and Constant Contact.
- Performed A/B testing of subject lines, copywriting, visuals and CTA buttons.
- Implemented comprehensive communication plans for students, employees, and staff engagement for various crisis scenarios, including fire drills & intruder alerts.

AWARDS & ACCOMPLISHMENTS

- Top Performer Award for 2022 & 2023.
- Established E-Comm partnership to provide first-trackable digital beer sales from CRM efforts.
- Expanded CRM team capabilities by piloting SMS marketing
- Successfully led & trained team during new ESP platform migration