

LINDSEY A. WILLIAMS

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PROFESSIONAL SUMMARY

Performance marketing manager with 6+ years across acquisition, affiliate strategy, CRM ownership, and lifecycle marketing. Allocated \$50M+ in annual paid media and commission budget at Sam's Club, driving membership acquisition and eComm against CPA and ROI targets across the company's largest publisher partnerships. Currently building a marketing-to-sales pipeline from the ground up. Managing 20,000+ records, a three-stage MQL-to-SQL scoring framework, and the automation beneath it.

PROFESSIONAL EXPERIENCE

Columbia Association—Columbia, MD January 2026 – Present

Marketing Specialist

- Implementing a ground-up Zoho CRM setup, migrating 20,000+ member and prospect records from spreadsheets to a centralized platform. Spearheading lead scoring, field mapping, the full technical rollout, and the automations driving acquisition, retention, and engagement.
- Designed a three-stage MQL-to-SQL lead scoring framework framing the marketing-to-sales handoff, with intake mapped across membership-interest and guest-access lead sources.
- Grew the 67k Do More newsletter from ~20% to ~28% open rate and doubled click-through from ~0.5% to ~1% through creative, copy, and segmentation testing.
- Launched Columbia Association's TikTok channel from zero, reaching 93% of the 90-day follower target in 60 days. A single awareness post drove 23K views and 35% of the channel's total follower base.
- Direct one marketing intern across TikTok strategy, audience segmentation, goal setting, and performance reporting for the new channel.
- Leverage AI tools for content development, communications planning, and workflow automation.

Sam's Club—Dallas, TX

Sr. Marketing Manager, Digital Media & Affiliate 2023 – 2025

- Managed affiliate operations via Rakuten, expanding partnerships with publishers like Affirm and Capital One to enhance tracking and distribution capabilities.
- Allocated and managed \$50M+ in annual budget across paid placement, flat-fee, and commission/incentive spend, reallocating by publisher performance, CPA, and ROI.
- Developed and launched a data-driven affiliate/influencer campaign generating \$14M+ GMV, 5.3M clicks, 300K orders, and 171K signups for Sam's Club's biggest acquisition campaign. Golden Link Award finalist for Best Use of Data-Driven Marketing and Best Affiliate & Publisher Strategy (2023).
- Owned strategy, scope, contract terms, and budget allocation for the two largest publishing partners in the media portfolio, Groupon and Entertainment Benefits Group, holding both to membership-acquisition conversion and CPA targets.
- Handled legal and compliance review. Routed campaign claims and partner creative through legal review.

- Recruited new publisher and affiliate partner types to diversify the portfolio and reduce dependence on a concentrated set of large deal partners.

Marketing Manager, Membership Acquisition 2020 – 2023

- Owned a portfolio of 20 B2B partner relationships, building co-marketing and cross-sell programs that expanded membership value and opened partner audiences as an acquisition channel.
- Led the cross-functional category launch of the Gift of Membership program/product, aligning creative, pricing, and inventory planning across channels.
- Executed multi-channel acquisition campaigns through direct mail, in-club placement, email, and paid social, with segmentation and personalization that lifted both CTR and CVR.

EDUCATION

MBA, Southern University and A&M College — Baton Rouge, LA

BBA, Marketing, Alliance University (formerly Nyack College) — West Nyack, NY
Varsity Basketball Scholarship

CORE COMPETENCIES

Budget Ownership & Allocation, CRM Ownership & Marketing Automation, Lead Scoring & Segmentation, Affiliate & Performance Marketing Metrics, Publisher & Partner Management, Email & SMS Campaigns, A/B Testing, Paid Media, Analytics & KPI Reporting, Channel Launch & Growth Strategy

TECHNOLOGY

CRM & Email: Zoho CRM, Salesforce, Engage Pro, Mailchimp, Club Automation

Affiliate/Ad Management: Rakuten, Impact, Amazon Affiliate, Google Ads

Analytics: Adobe Analytics, Google Analytics, Tableau, Power BI, Google Tag Manager

Social: Meta Suite, TikTok, LinkedIn, X, YouTube

Other: WordPress, Adobe Creative Suite, Canva, Monday.com, Adobe Workfront, Microsoft Office, Google Workspace, Notion