



Kerry O'Neil

Global CRM and Loyalty Strategist

Boston, MA, USA

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Languages

English (Native)

About

Accomplished CRM leader with 15+ years of expertise in crafting data-centric strategies that redefine consumer experiences. Proficient in formulating best-in-class lifecycle communication plans optimizing the consumer journey. Proven success steering large-scale loyalty programs from conception, through implementation, and ongoing management, elevating brand engagement. A skilled bridge between analytical, technical, and marketing realms, ensuring seamless alignment with overarching company objectives and vision.

BRANDS WORKED WITH

Columbia Sportswear Company

eBay Enterprise Marketing Solutions (formerly e-Dialog)

Harte-Hanks, Inc.

MullenLowe U.S.

PUMA Group

Stop & Shop

The Rockport Company

Experience

Retention Marketing & Loyalty

Columbia Sportswear Company | Oct 2022 - Now



Senior Manager, CRM & Loyalty Strategy

Stop & Shop | Jul 2019 - Oct 2022

Manager, Ecomm Email & CRM

The Rockport Company | Mar 2018 - Jul 2019



Manager, CRM

MullenLowe U.S. | Nov 2015 - Mar 2017

Accounts include: PepsiCo, Youfit, Ulta



Ecommerce Marketing Manager

PUMA Group | May 2015 - Nov 2015

Account Manager - Retail

eBay Enterprise Marketing Solutions (formerly e-Dialog) | Jun 2011 - May 2014

Digital Marketing Solutions, CRM Optimization

Accounts include: Rue La La, Club Monaco

Account Manager - Retail

Harte-Hanks, Inc. | Jul 2008 - Jun 2011

Database Marketing, CRM, Loyalty Program Implementation

Accounts include: The Jones Group (Jones New York, Nine West, Brian Atwood), Shopko, Toys R Us

Education & Training

University of Massachusetts Dartmouth

Marketing,