




Asad Hussain


Lifecycle & Retention Marketing Professional

Creating strategies for every stage of the customer journey to drive adoption, retention, loyalty & growth for consumer brands

Asad@AsadH.com 

(408) 646-4663 

Houston, TX 

linkedin.com/in/AsadH 

WORK EXPERIENCE

Director of Lifecycle & Retention Marketing EcommerceBrands.com

2022 - Present

Accomplishments

- Developed retention strategies to **grow LTV 60%** for 5 ecommerce brands in the automotive accessories vertical
- Overhauled marketing automation programs across email, SMS, phone, & chat to drive **\$1.8 million annual incremental revenue**
- Created sophisticated targeting & segmentation strategies resulting in **89% AOV gains**
- Enhanced personalization capabilities through AI tools, first-party data, & progressive profiling **increasing revenue per user 250%**
- Designed measurement & reporting framework to track fundamental KPIs & derive actionable insights

Senior Lifecycle & Retention Marketing Manager Quotient Technology (Coupons.com)

2014 - 2022

Accomplishments

- Developed lifecycle & retention strategies that **generated \$6 million in annual revenue** for the Coupons.com app & website
- Improved email & mobile app retention rates **25%-40%** each year
- Created personalization strategy using behavioral, location, & purchase data leading to a **400% increase in revenue per user**
- Recognized with a company-wide "Greater Than" award for driving Sustainable Growth and multiple promotions

Lifecycle & Retention Marketing Manager Visa

2009 - 2014

Accomplishments

- Established UltimateGameCard as a **top 5 prepaid card** across all major national retail chains
- Created award winning co-marketing campaigns that generated **\$8 million in annual revenue** for the business unit
- Recognized with "Go Beyond" awards and multiple promotions

Marketing Associate Hastest Solutions

2008 - 2009

Utilized email marketing, SEM, and other inbound channels to generate leads

SKILLS

Lifecycle Strategy Retention Strategy

Loyalty Marketing Automation

Email Marketing SMS & Push CRM

Klaviyo Braze Attentive

Personalization Segmentation

IP Warmup

Reputation & Deliverability

Database Architecture & List Hygiene

Testing & Optimizing Data & Analytics

Looker Studio Google Analytics

SQL Advanced Excel User Asana

GIVING BACK

Marketing Advisor TRS Health

2020 - Present

Spearhead marketing and growth strategy for socially driven healthcare non-profit in Houston.

EDUCATION

Bachelor of Science Business Administration, Marketing

San Jose State University