

ANTHONY ABU-HANNA

DIGITAL MARKETING & ECOMMERCE OPERATIONS PROFESSIONAL

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PROFESSIONAL SUMMARY

Digital marketing professional with 10 years of agency experience managing a 15-client account portfolio across email marketing, website builds, ecommerce operations, content strategy, and project leadership. Skilled at serving as a strategic client partner translating business goals into actionable marketing plans, leading cross-functional project teams, and using data to drive measurable revenue growth. Proven track record of deepening client relationships and expanding account scope through consistent, high-quality delivery.

IMPACT AT A GLANCE

\$0 → \$250K

annual revenue driven for a client through email strategy

54%

conversion rate driven on an ecommerce client's automation flows

145%

YoY revenue growth for a boutique CPG client

PROFESSIONAL EXPERIENCE

Senior Marketing Manager — 3PRIME, LLC 2020 – Present

- Own and manage a multi-client account portfolio (15 active clients, B2B and B2C), serving as the primary strategic point of contact and translating each client's business goals into marketing plans and deliverables.
- Lead full-lifecycle email marketing strategy for 8 clients within the portfolio — list management, deliverability, template design, automation, segmentation, and A/B testing — using Mailchimp, Klaviyo, and HubSpot depending on client needs.
- Drive significant revenue growth for a boutique CPG client through email strategy: 145% year-over-year revenue growth and a 45% increase in revenue per send, including a 92% YoY lift in holiday-season revenue.
- Built a B2B client's email program from the ground up, growing the subscriber list from 0 to 11,000 contacts while sustaining a 22.5% average open rate.
- Deliver strong, sustained performance gains on an ecommerce client's automation flows, including a 58% average open rate, 54% conversion rate, and year-over-year improvements across open rate, click rate, and conversions.
- Lead cross-functional delivery of a bespoke enterprise ecommerce platform rebuild (Laravel), acting as key stakeholder liaison — built project scope, ran client and internal team meetings, managed timelines, and directed QA/bug testing across a 5-person team spanning internal staff, the client stakeholder, and an external designer.
- Manage Shopify administration for ecommerce clients, including product/variant management, inventory, and preorder configuration.
- Execute full WordPress site builds using Advanced Custom Fields and Custom Post Type UI, including dynamic, seasonally-updated content.
- Partner with design in Figma and use GA4, Meta Pixel, and Shopify Analytics to inform strategy and report on campaign performance.
- Manage day-to-day work across Asana and Jira, maintain project documentation in Confluence, and use Git for version control on development work.

Freelance Marketing Consultant — Cork & Crown Digital 2019 – Present

- Provide freelance web design, marketing strategy, and photography services to a portfolio of 10+ individual and small business clients.
- Design and build custom websites on WordPress and Shopify, managing projects from initial concept through launch.

- Deliver photography services spanning product, event, and portrait work to support client marketing and branding needs.
- Develop marketing strategy and campaign recommendations tailored to each client's goals, audience, and budget.

Marketing Manager — SocialTuna 2017 – 2020

- Managed a multi-client account portfolio, overseeing content calendars, website projects, and email marketing programs for each client.
- Designed and built client websites, including a WordPress build using Advanced Custom Fields and Custom Post Type UI to support dynamic, seasonal content.
- Served as the day-to-day client contact, translating business objectives into content and campaign plans and coordinating internal execution.

CORE COMPETENCIES

A/B Testing, Analytics & Reporting, Automation workflows, Bug Testing, Content strategy, Customer Segmentation, Deliverability Management, Demand generation, Ecommerce Operations, Email marketing and strategy, Lifecycle strategy, List Segmentation, Multi-client portfolio management, Photography, Product lifecycle marketing, Product management, Project Management, Q/A, Scope & budget management, Vendor Coordination, Web Design

SOFTWARE & WEB APPS

Adobe Creative Suite, Asana, Canva, Figma, GA4, Git, Google Business, Google Workspace, HubSpot, Jira, Klaviyo, Mailchimp, Meta Business Suite, Meta Pixel, Shopify, Visual Studio Code, WordPress

EDUCATION

Masters of Business Administration — Southern Connecticut State University, 2017

Bachelor of Science, Film Production — New England Institute of Art, 2014