

Hunter McCartin

Senior Manager, Web & Email Marketing

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PROFESSIONAL SUMMARY

Senior Web & Email Marketing Manager with 6 years of experience across enterprise automotive and live entertainment verticals. Combines a technical foundation in HTML/CSS email development, multi-platform CMS management, and marketing automation with full ownership of email programs, website portfolios, vendor relationships, and department infrastructure. Proven track record of translating technical complexity for non-technical stakeholders, driving measurable deliverability and engagement outcomes, and stepping into undefined roles to build scalable operations from the ground up.

CORE COMPETENCIES

Email Marketing & Automation • HTML Email Development • Platform Migrations • CMS & Web Operations • List Segmentation & Deliverability • CRM Management • A/B Testing • Cross-Functional Collaboration • Budget & Contract Management • Team Leadership & Training • Vendor Negotiation

TECHNICAL SKILLS

Languages & Dev: HTML5, CSS3, JavaScript; hands-on HTML email development and dynamic templating

Email, SMS, & Automation: Klaviyo, Salesforce Marketing Cloud, Attentive SMS, Mailchimp, DealerSocket, eLead CRM, Rezmagic, Zapier; marketing automation flows, lifecycle sequences, advanced segmentation, A/B testing, UTM tracking, and deliverability management; Litmus and Email on Acid for QA

CMS & Web: ExpressionEngine, WordPress, Shopify, proprietary industry platforms, Vercel, *virtually anything*

Analytics & Tools: Google Analytics, Google Search Console, Google Tag Manager, Microsoft Clarity, Google & Meta Ads, Monday.com, Jira, Google Workspace, Slack, Basecamp, Microsoft Teams, Git/Github

Creative: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Figma, Canva

AI & Emerging Tools: Ability to use AI-assisted workflows (Claude, ChatGPT) for copy, code, automation, and research; lead AI chatbot evaluations. Ready for the future, cautious and calculated about now

EXPERIENCE

Senior Manager, Web & Email Marketing | StarVista LIVE | Remote

Jan 2025 – Present

Web & Email Marketing Manager | StarVista LIVE | Remote

Sep 2022 – Jan 2025

(Assumed senior-level scope within first year; promotion formalized Jan 2025)

StarVista LIVE produces luxury music charter cruises across ~10 branded experiences. Joined during corporate restructuring and a smaller operation; stepped into a role consolidating responsibilities previously held by a larger web team, a dedicated email manager, a web/IT director, analytics roles— without formal handoff or training

Email Marketing

- Manage an exclusive email list of **400,000+ unique profiles** across 10 cruise brands with advanced segmentation — including automated interest-based enrollment, exclusion logic, and suppression management in Klaviyo — executing 50–60 campaigns per month (up to 3.7M sends/year)
- Proposed and led full platform migration from Salesforce Marketing Cloud to Klaviyo — **improving open rates from 30.8% to 49.7% and reducing bounce rate from 4.89% to 0.46%**, at significantly reduced cost; completed 6 months faster than the parent company's concurrent migration on the same platform
- Rebuilt deliverability from the ground up: resolved 3 years of unprocessed bounce data in Salesforce, enforced suppression and unsubscribe compliance, and maintained healthy sender reputation through list hygiene, segmentation discipline, and ongoing A/B testing
- Managed a 69% YOY increase in email send volume (1.9M to 3.7M) while sustaining improved deliverability across all key indicators; drove organic list growth of 82,000+ new contacts through site-wide popup and form implementation
- Built marketing automation flows for payment reminders, abandoned cart sequences, welcome series, and cruise-specific lifecycle journeys with dynamic personalization and UTM campaign tracking
- Elevated campaign quality through preview text optimization, GIF integration, dynamic name personalization, and Gmail clipping fixes; introduced and standardized these practices across all brands

Website Management

- Sole technical owner of 12 websites across multiple CMS platforms serving **2M+ unique annual visitors** — supporting a product line that sells out 2+ years in advance with ~60% returning guests YOY
- Delivered 10 major website launches per year — including 4 in consecutive weeks — each with 2–3 rounds of stakeholder review and full asset coordination
- Engineered a backend variable system to dynamically update festival lineups across 80+ marketing partner pages, eliminating manual updates across the entire portfolio
- Maintained near-100% on-time ticket completion over 4 years — **37.8% resolved same-day, 81% within 2 days** — resolving requests nearly 5 days faster than prior team with 2.34 fewer days of lead time
- Managed extensive seasonal content cycles: 60% of website copy turns over each season; post-cruise, 30–80 pages added or updated per property for marketing partner distribution
- Implemented lazy loading and image optimization; expanded tracking with Google Search Console, Microsoft Clarity heatmaps, and GTM; built automated traffic surge alerts and press mention monitoring
- Assumed ownership of weekly web and email department meetings within first month — covering ticket status, campaign reporting, and forward-looking operational flags

Operational Impact

- Served as sole point of contact across all critical business systems including AT&T, file sharing platforms, domain administration, and general IT — scope that expanded well beyond the original role
- Evaluated, negotiated, and managed all technology vendor contracts; renegotiated or reduced costs across Dropbox, Egnyte, Microsoft licensing, and others; maintained full web and email tech stack at approximately \$60K annually
- Served as internal technical advisor to leadership on platform feasibility, implementation scope, and risk — translating technical constraints into actionable business guidance for non-technical stakeholders
- Collaborated with IT to improve Microsoft Defender security score from **40% to 90%**; personally managed admin access, permissions, and user provisioning across nearly every company tool
- Migrated ticketing from Jira to Monday.com; built automated boards, Zapier workflows, reporting pipelines, traffic alerts, and press monitoring across departments
- Delivered annual marketing presentations covering performance, resource constraints, risk factors, industry changes, and infrastructure roadmap

Leadership

- Consolidated responsibilities previously held by **4–6 roles** eliminated during restructuring
- Onboarded, trained, managed a new web team member; developed all training materials

Content Management Specialist | Berkshire Hathaway Automotive

Oct 2020 – Sep 2022

BHA is a top-5 national dealership group with 100+ franchises and 300+ websites across 11 states, operating within a large and well-structured central marketing organization. Role spanned the COVID era and semiconductor shortage — a period of unprecedented market disruption requiring rapid adaptation of web and email operations to shifting inventory and consumer demand.

- Developed and deployed HTML/CSS email campaigns from scratch across all dealership brands; managed CRM list segmentation, A/B testing, UTM tracking, and Google Analytics reporting across stores with highly varied audience sizes and behaviors
- Used Litmus for email QA and cross-client rendering; introduced GIFs, preview text, and dynamic personalization to the email pipeline across 100+ brands
- Maintained 300+ dealership websites with HTML/CSS edits for monthly offers, landing pages, and OEM manufacturer compliance submissions
- Participated in RFP evaluation to replace the website platform across 120+ dealership locations, gaining early exposure to large-scale vendor evaluation and stakeholder coordination
- Trained and led a new 4-person CMS team within first year during a staffing shortage; developed processes and reference materials that supported the team's ramp-up
- Employee of the Month — May 2022; attended Digital Marketing Summits with presentations from Google, Meta, and automotive industry leaders

EDUCATION

B.S. – CGT Web Programming & Design | Purdue Polytechnic Institute

Graduated May 2020

GPA: 3.5 / 4.0 • Dean's List: 5 of 8 Semesters